

# LIFE



HARLOW IN HOLLYWOOD

MAY 3, 1937 **10** CENTS





## WHAT IT TAKES TO MAKE A

*Man say Mm-m-m!*

Tempt him with this easy-to-prepare MEAL-IN-A-MINUTE

Men are funny about food. You can spend a lot of time preparing fancy dishes and not get a word of praise. But set before them something simple and easy-to-prepare, like a Grilled Bean Sandwich, and watch their eyes sparkle.

It's really hard to find a male appetite that isn't tempted with luscious, mealy Van Camp's Pork and Beans made into this satisfying Meal-in-a-Minute. Perhaps it's boyhood memories of outdoor meals that makes them ask for second helpings.

Why not serve this tasty meal tonight? Take advantage of carefree

Spring days... away from the kitchen! If you haven't plenty of Van Camp's on hand, get a supply of these famous foods from your grocer. You'll find them *thrifty*, quickly-served table treats... Van Camp's everyday prices are lower than most nationally known canned foods.

Send for new illustrated file-book of Meal-in-a-Minute recipes. Shows twenty-eight easy ways to prepare appetizing dishes. Contains menus, shopping lists, and other helpful information. For your FREE copy, send name and address on a post-card to Van Camp's, Inc., 2101 South East St., Indianapolis, Ind.

Van Camp's  
*Meal-in-a-Minute*  
for May  
costs only 7c a serving.

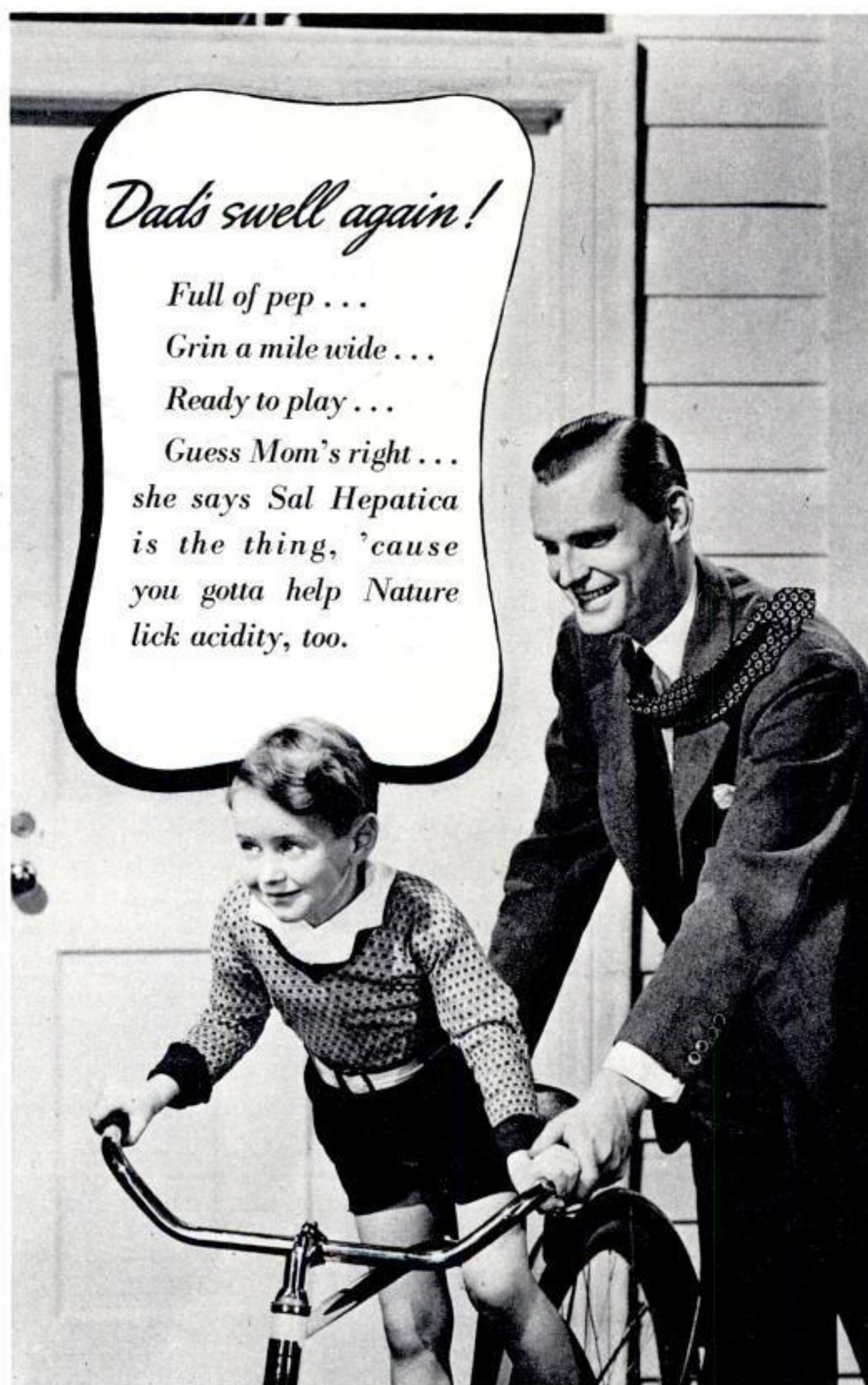
### GRILLED BEAN SANDWICH

How to make it: (1) Heat Van Camp's Pork and Beans with  $\frac{1}{4}$  cup Van Camp's Catsup. (2) Spread on toast. (3) Cover with broiled bacon. (4) Serve with radishes and olives.



Keep these Van Camp's table treats on your pantry shelf:  
CHILI CON CARNE • SPAGHETTI • VEGETABLE SOUP • TOMATO SOUP • CHILI SAUCE • CATSUP





## *Be modern!...* take the laxative that helps nature **COUNTERACT ACIDITY, too**

Not every one knows this:

When you are constipated—in need of a laxative—you usually have another trouble, too...

Acidity. This acidity may linger after you've cleansed the intestines, causing your half-sick feeling to continue.

*How much better to help nature go after both troubles at once!* You do that when you take Sal Hepatica.

This unique mineral salt laxative

does, not one, but two things for you:

1. Sal Hepatica cleanses the intestinal tract.
2. Sal Hepatica brings about an alkaline (anti-acid) reaction to help nature counteract acidity and restore the alkaline reserve so necessary to top-notch health.

Soon you feel more energetic, higher in spirits, more like your old self. Keep Sal Hepatica in your medicine chest. It acts in natural ways—is not irritating, nor is it habit-forming. Get a bottle today.



**TUNE IN:** Fred Allen's "Town Hall Tonight"—Wednesday nights—full hour—N.B.C.—coast to coast.

## Sal Hepatica does **BOTH!**

This One

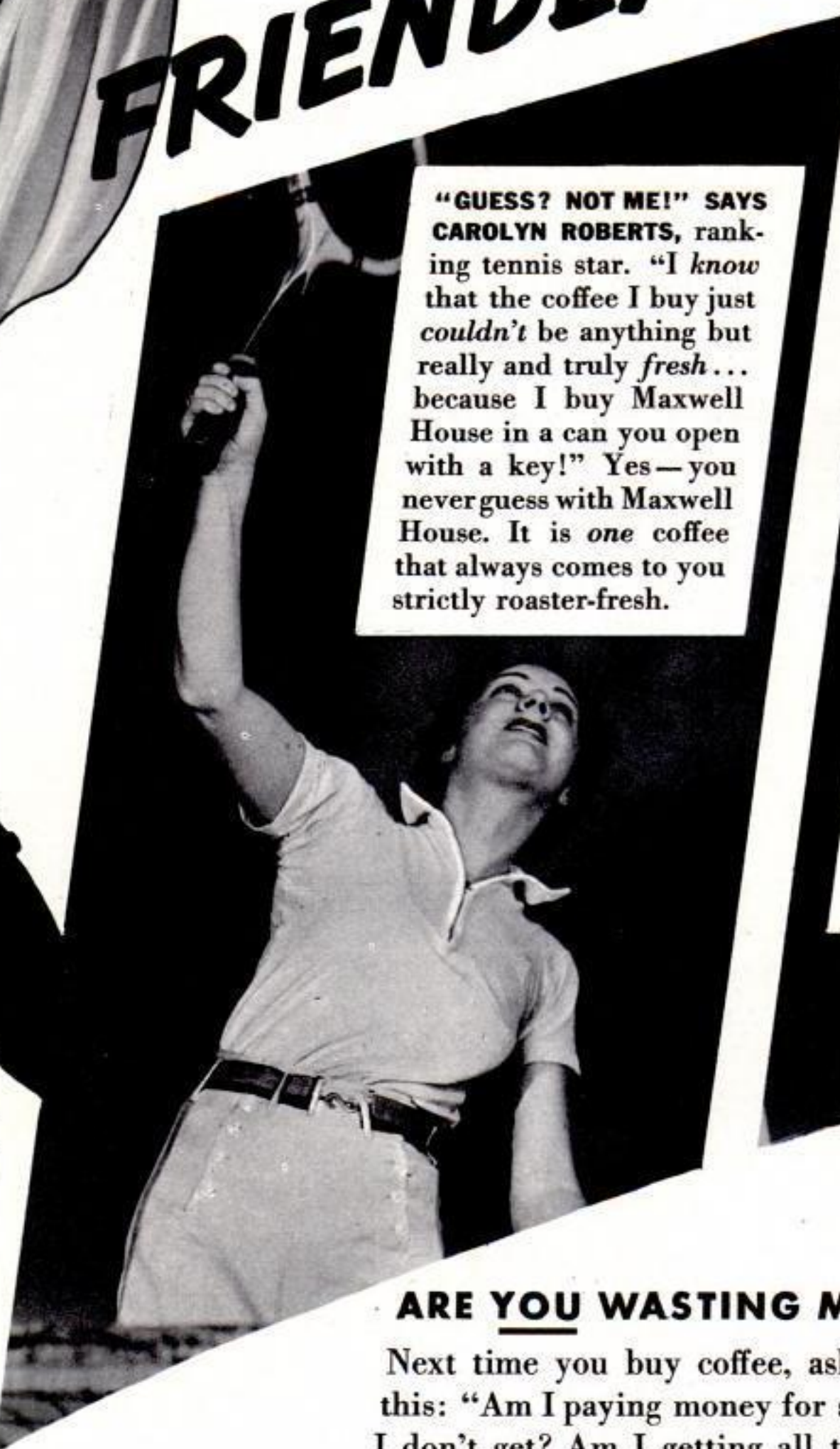




# Swings you into high...this FRIENDLY STIMULATION



"A REAL 'FRESHENER-UPPER!'" SAYS PAUL HAAKON, famous dancer now starring in the Broadway hit, "The Show Is On" . . . "that's what Maxwell House Coffee is to me! Its friendly stimulation picks you up . . . drives away that tired feeling . . . puts you on 'top' in great shape!"



"GUESS? NOT ME!" SAYS CAROLYN ROBERTS, ranking tennis star. "I know that the coffee I buy just couldn't be anything but really and truly fresh . . . because I buy Maxwell House in a can you open with a key!" Yes—you never guess with Maxwell House. It is *one* coffee that always comes to you strictly roaster-fresh.



"I'VE BEEN AROUND!" SAYS CHARLES WRIGHT, one of New York's outstanding entertainers. "And I've tasted plenty of coffees in my time . . . but I've got to hand it to the Maxwell House people. They sure make the finest coffee I've ever known!" It takes the world's choicest coffees, blended to perfection, to bring you the incomparable flavor of Maxwell House.

## ARE YOU WASTING MONEY?

Next time you buy coffee, ask yourself this: "Am I paying money for something I don't get? Am I getting all the flavor, freshness and full-bodied coffee goodness I'm paying for?" Then remember—Maxwell House is one coffee that always gives you full value for your money!

For Maxwell House is packed in the super-vacuum, Vita-Fresh can—the only way science knows to always bring you coffee without loss of flavor . . . coffee as fresh and delicious as the hour it left the roaster! So, be sure you get what you pay for. Get a can of Maxwell House Coffee—today!

Copyright, General Foods Corp., 1937



"We just changed to Maxwell House recently," says Mrs. John Carver of Brooklyn, N. Y. "And I must say that we never knew before how wonderfully delicious coffee could be! It's always so deliciously fresh and full flavored, packed in the Vita-Fresh can!"



**TUNE IN**—There's LIFE on the air, too! The new Maxwell House Show Boat hour is packed with stars and surprises these days—every Thursday night, NBC network.

# MAXWELL HOUSE COFFEE



want to enjoy  
whiskey?



make your next drink  
**GREEN RIVER**



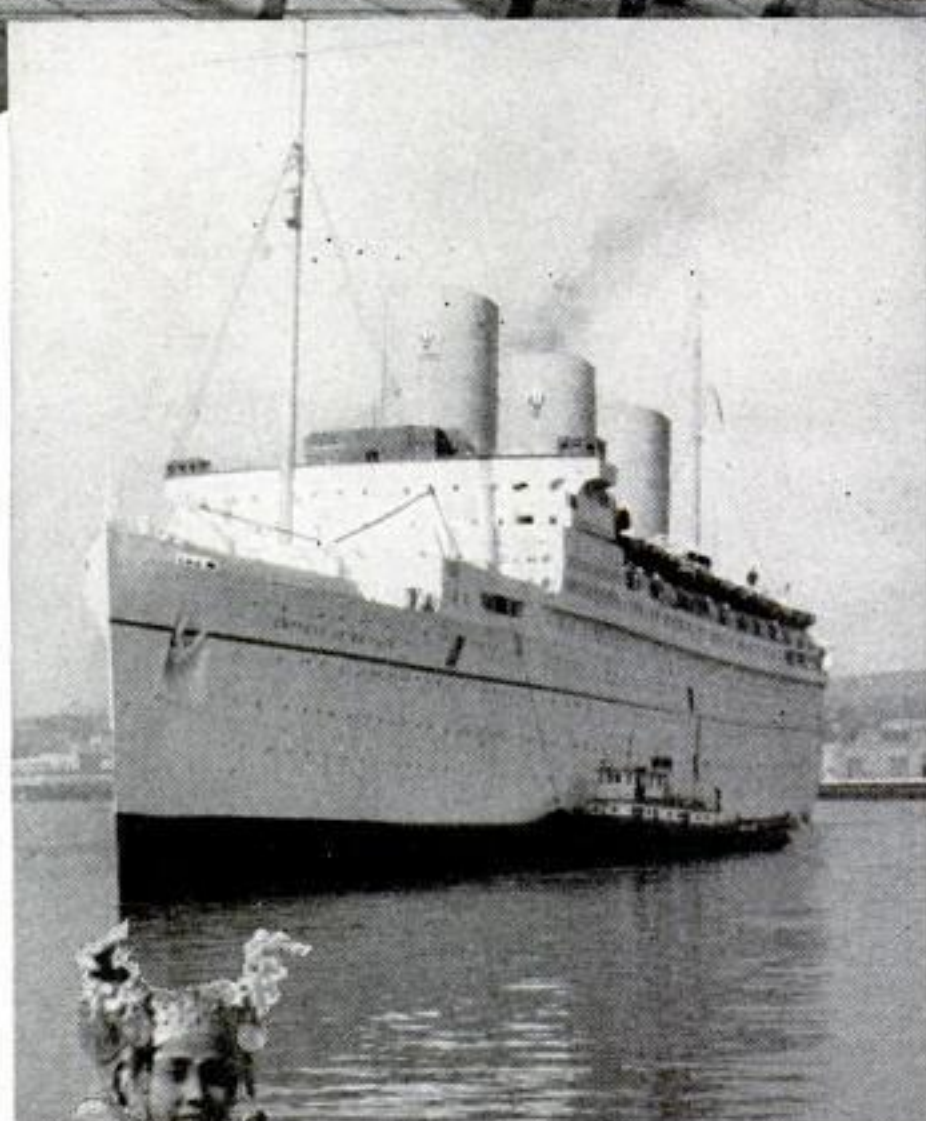
Trade Mark Reg. U. S. Pat. Off.

**BLENDED WHISKEY — THE WHISKEY WITHOUT REGRETS**

OLD TYME DISTILLERS, INC. Main Office: New York, N. Y.

Distilleries located at Maryland, Kentucky and New Jersey . . . . 75% grain neutral spirits — 90 PROOF.





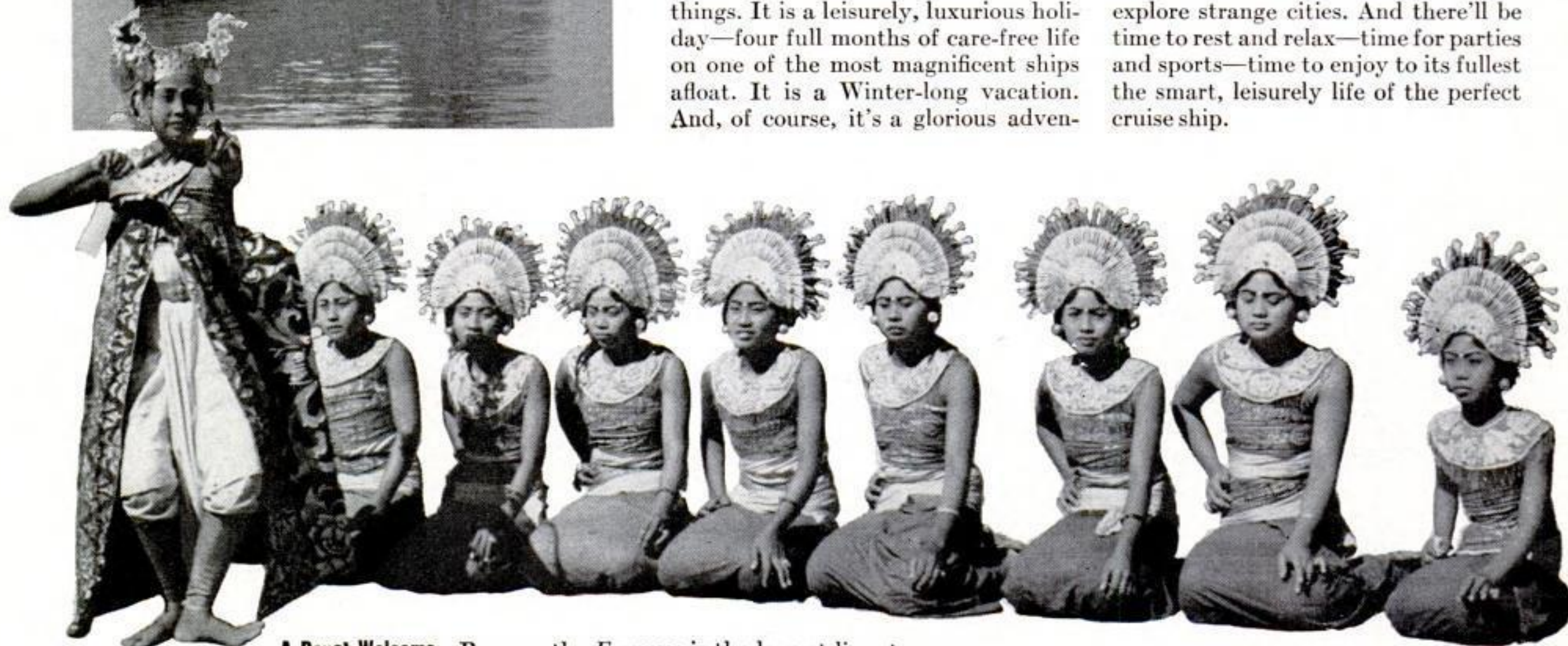
## Four Full Months OF "THE SUPREME TRAVEL EXPERIENCE"

**N**EXT January 8 a limited number of lucky voyagers will sail from New York for "The supreme travel experience"—a cruise of the world in the *Empress of Britain*.

An *Empress* world cruise is many things. It is a leisurely, luxurious holiday—four full months of care-free life on one of the most magnificent ships afloat. It is a Winter-long vacation. And, of course, it's a glorious adven-

ture: the *Empress of Britain* will take you to 108 ports and places, and show you the world abundantly—both on and off the beaten track.

With it all, there'll be no rush or hurry. There'll be time to shop and explore strange cities. And there'll be time to rest and relax—time for parties and sports—time to enjoy to its fullest the smart, leisurely life of the perfect cruise ship.



**A Royal Welcome.** Because the *Empress* is the largest liner to carry the British flag in the Orient, she is received with gala celebration.





**Bedouin Bride, Cairo.** This cruise of 128 days gives you an eight-day visit to the Holy Land and Egypt.

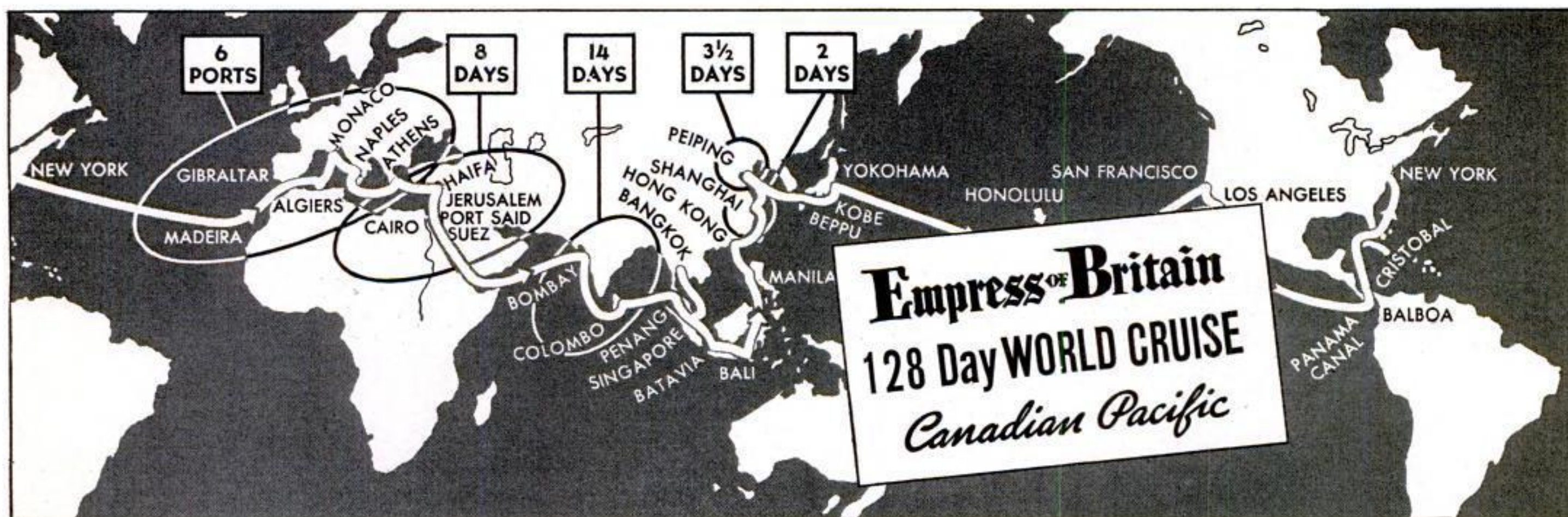


**Temple Dancer, Kandy, Ceylon.** You have 14 days in the India-Ceylon area.

From New York January 8. 128 days. 108 places. 57 days in port

**T**HE *Empress* is positively prodigal in showing her guests the world. Fifty-seven of the hundred and twenty-eight days are spent in port. There is an eight-day trip through the Holy Land and Egypt, a five-day cross-India tour in the *Empress*' own private train, two days in Shanghai, even a three-and-a-half day exploration of old Peiping. There is time to see Algiers and Mona-

co in the Mediterranean—Angkor Wat and Bali in the East. Fares from \$2300 (for 128 days—\$18 per day), including exceptional shore programme. Get itineraries and fare schedules from your own agent or Canadian Pacific: New York, Chicago, Washington, San Francisco, St. Louis, Montreal, and 35 other cities in the United States and Canada.





YOUR PLUMBER  
IS  
*Your Friend*



... *He is the Specialist* who responds at any hour to your emergency call. He knows, as no one else does, the arteries of life in your building . . . these vital lines of pipe which are sealed in concrete, walled in plaster, and buried underground and *which must not fail*. Your plumber's judgment is sound. He is your most reliable guide to a safe plumbing investment. Because he knows what pipe must do, he recommends COP-R-LOY Pipe . . . for its economy to you; for the *better* service this famous Wheeling metal gives you through a *longer* period of years. Architects and engineers back up your plumber's recommendation of COP-R-LOY Pipe. They specify it, not alone for plumbing, heating and air conditioning, but for power lines, refrigeration, irrigation and other great industrial projects where COP-R-LOY durability meets the demand for unfailing performance.



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**COP-R-LOY IT'S WHEELING STEEL**

Reg. U.S. Pat. Off.

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# NEW BEAUTY TREATMENT *For Your Body*



## RECIPE FOR LOVELY SKIN

- 1) **CLEANSE** . . . lather gently but thoroughly with pure, bland soap.
- 2) **STIMULATE** . . . "pep up" circulation with soft-textured towel.
- 3) **SOFTEN and PROTECT** . . . with generous powdering of MAVIS beauty talc.

Do this every day . . . *And you'll be delighted with the results!*

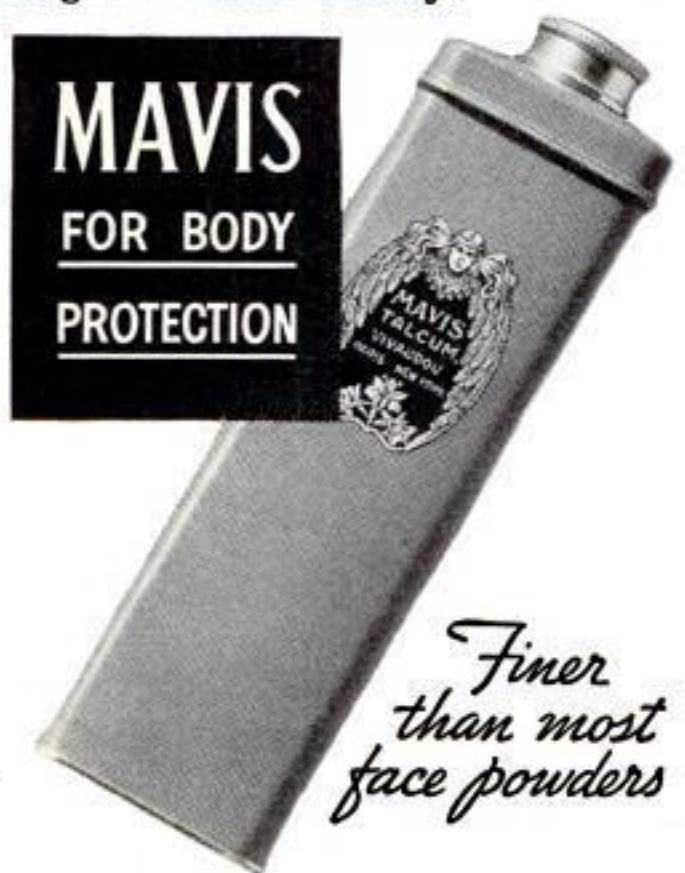
### NEW BEAUTY IN 10 DAYS

See how smooth, youthful and alluring MAVIS makes your skin. All day long it keeps your body free from perspiration odors. Protects fine underthings. *Safeguards feminine daintiness.*

MAVIS leaves a bewitching fragrance that lasts for hours. It's cooling, soothing and refreshing. And remember: *MAVIS is actually finer than many costly face powders!*

### SPECIAL OFFER

**SWEETHEART CHARM BRACELET** with nine miniature reproductions of your loved ones. For details, read coupon on 25-cent can of MAVIS—at your neighborhood store today.



## LETTERS TO THE EDITORS

### Pat Marquis Tested

Sirs:

Your statement anent Pat Marquis, the California "X-ray Eye Boy," that "the many strict though informal tests he has undergone have unearthed no trickery," requires contradiction. Dr. J. B. Rhine, Associate Professor of Psychology at Duke Univ., one of the most dependable investigators in the field of metapsychology, journeyed out here specifically to study this lad. My wife and I were called in to witness Dr. Rhine's tests. We saw the latter expose the boy's "clairvoyance" as flagrant trickery. By dint of wiggling his facial muscles during the "trance" he is able to loosen the adhesive and see through crannies imperceptible to most observers. After a moment's practice, Dr. Rhine was able to duplicate the stunt. I managed to duplicate it after two moments. Before Dr. Rhine left we thought that the boy's mentor was completely disillusioned. At least, he (Dr. Reynolds) did admit that Pat Marquis had fooled him—though not perhaps intentionally. It was the boy's "subconscious!"

LEWIS BROWNE

Uplifters Ranch  
Santa Monica, Calif.

LIFE is grateful to Author-Dr. Browne for informing it of Dr. Rhine's scientific exposure of Pat Marquis' trickery. LIFE regrets that it did not know of Dr. Rhine's visit and his conclusive findings.—Ed.

### President v. Precedence

Sirs:

In LIFE for April 12, I note President Roosevelt, apparently, yielded precedence to the Governor General of Canada and sat on Tweedsmuir's left on the trip to Mount Vernon.

As head of a sovereign people a president of the United States on his own soil yields precedence to no one. I am sorry Mr. Roosevelt omitted its observance on this, the only occasion I know of, on which it was ignored.

JAMES G. W. COSTELLO  
San Diego, Calif.

### Queen Mary

Sirs:

Although proud of being a relative of Nathaniel Bacon who, 100 years before George Washington's much-touted war, first led armed Americans against the might of the British Crown, nevertheless I join all of British blood and British speech in congratulating you on your fine references to Queen Mary. She is the type of woman who would be a Queen anywhere and in any level of society.

I am all for progress, but if Queen Mary is to be considered old fashioned, perhaps it would be well to discard some of our new fashions.

GEORGE VAUX BACON  
Denver, Col.

### Owl's Invitation

Sirs:

The pictures in your issue of April 12 of the initiation of the

# NEATEST TRICK OF THE SEASON

CUT OUT THIS  
TAPE AND  
MEASURE  
YOUR ANKLE

Every Smart Woman These Days  
is Measuring Herself For Hose

Now everybody admits it—women's legs aren't all alike—women shouldn't be asked to wear standard-shape, average-proportion stockings.

The neatest trick of the season is Realsilk Personal Fit Hosiery. Ordered according to five personal measurements from the largest variety of proportions that any maker has ever

produced. Perfect fit adds a new glamor to your hose and a new wearing vitality.

### IT TAKES ONLY A MINUTE—

The Realsilk representative who calls at your home has the simple little measuring gadget with which you determine the five essential measurements (ankle, calf, top, length and footsize) that make it possible for hose to fit like sun tan. You see the new shades. You see the sheers, mediums and sturdy weights. Your choice is made. Your order is sent to our mills. Your hosiery is delivered by the post office. Realsilk Hosiery Mills, Inc., Indianapolis, Ind. Branches in 200 cities.

ALSO—Complete line of lingerie for women; and for the men of the family—socks, neckwear, shirts, pajamas and underwear.



DRESS BY NANCY

REAL SILK

Personal Fit  
HOSIERY







# "Beauty Bath"

WHEN PROFESSIONAL BEAUTIES SAY THAT ABOUT A TOOTH PASTE  
YOU CAN BET IT IS!



KAREN SUNDSTROM, Swedish beauty, of New York, and 21, says "It gives teeth the flash that studios demand—a real Beauty Bath."



GRACE ROWLAND, of Virginia, says "A perfect Beauty Bath for teeth—and it gives the mouth a feeling of dewy freshness."



BERNICE GREEN, of Indianapolis, says "So many girls in the studios use Listerine Tooth Paste that I heeded their advice and use it myself."

● If their beauty fails they're out of a job . . . these radiant women of big New York commercial studios. They favor only products that have proved themselves able to foster and heighten their precious good-looks—safely. That is why so many of them use only Listerine Tooth Paste. Enthusiastically they call it their "Beauty Bath" for teeth; they've seen the startling results it achieves.

## Why not for you?

Why not give your mouth that wonderful feeling of freshness . . . your teeth the radiance, flash and brilliance that others enjoy?

Put aside the dentifrice you are now using and try Listerine Tooth Paste. You will be amazed to find how quickly—and

safely—it makes the mouth feel youthful—the teeth look young, radiant, enticing.

## Satin-Soft Cleansers

Listerine Tooth Paste was planned by beauty experts, working in conjunction with dental authorities. No other dentifrice contains the rare combination of satin-soft cleansers that do so much for teeth. No other tooth paste contains the delightful fruit flavors that give your mouth that wonderful dewy freshness, that cleanly sense of invigoration.

Risk a quarter and try it yourself. See what a difference it makes in the appearance of your teeth.

LAMBERT PHARMACAL COMPANY  
St. Louis, Mo.





## *SPEAKING OF PICTURES . . .*



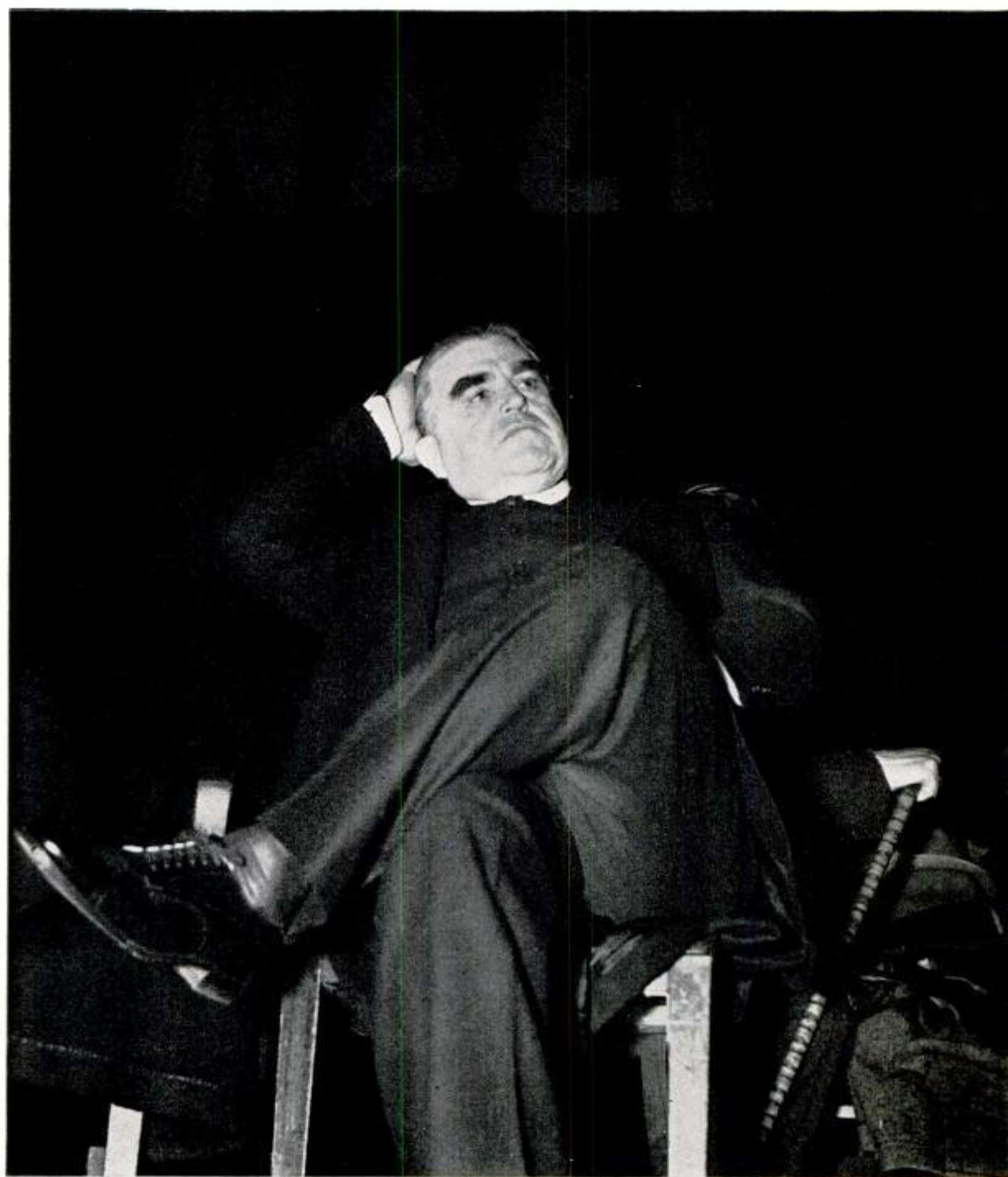
SO MANY PEOPLE OBJECTED TO THIS PITTSBURGH PICTURE OF JOHN L. LEWIS SITTING DOWN THAT THE PHOTOGRAPHER DESTROYED THE NEGATIVE



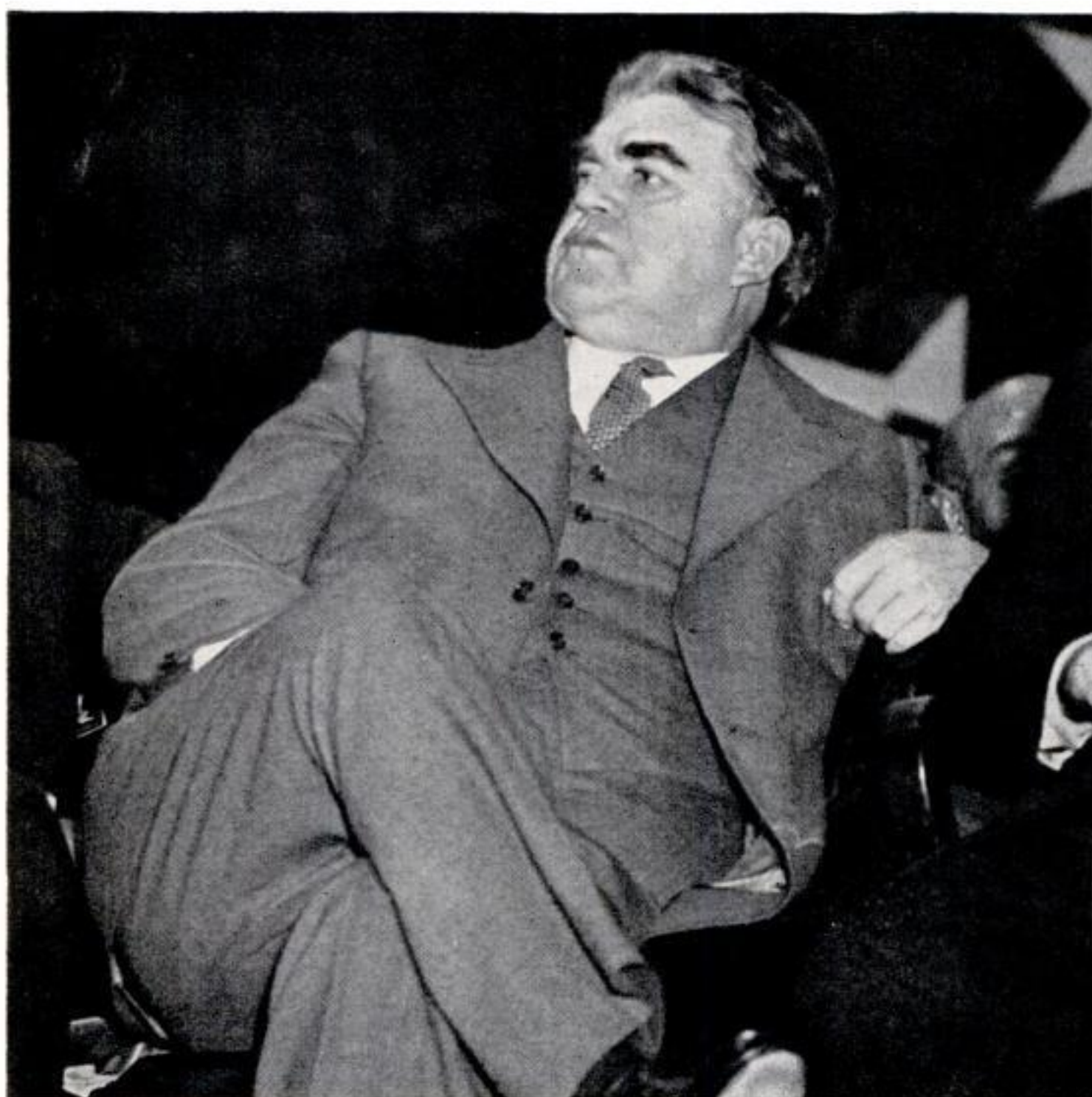


## ... JOHN L. LEWIS SITS DOWN

**H**istory will remember John L. Lewis as the labor leader who, among other things, brought the application of the sit-down strike to a very high point of effectiveness. By looking at photographs, history will be able to find a curious analogy between Mr. Lewis and the simple process of sitting down. As the pictures on these pages show, John Lewis is the most notable sitter-down in public life today. It is Mr. Lewis' most effective pose. No other public figure sits down so dramatically for the camera. When he sits, Mr. Lewis practices the well-used actor's trick of understatement. He is at his sitting best not when he surmounts a heavy, thronelike chair but when he is casually and precariously tilted back on a spindly, wooden-legged affair. Lewis is not a heavy or ponderous sitter. In conferences he often springs from his chair with catlike surprise, jumps on top of a table or another chair and continues the conference from that distracting position. History might be able to gauge the relationship between Lewis' sitting and his success. The sight of the massive, 230-lb. heavy-headed ex-miner balancing his bulk carelessly but precisely on a frail chair can be as impressive at a conference with his employer-opponents as any facts Mr. Lewis could quote or any eloquence he might marshal.



At an anti-Nazi meeting in New York, John Llewellyn Lewis sat thus unconcernedly on the speakers' platform. Lewis seated is sublimely indifferent to the presence of a photographer or an audience. He crosses or sprawls his heavy legs and thighs with no particular thought of looking dignified.



At an American Labor Party meeting before the last election, Mr. Lewis sat this way on a Manhattan platform. In speaking, Lewis' platform technique is of highest calibre. But though many public figures can speak as dramatically, few sit as dramatically as Lewis.



In a hotel-room conference with soft-coal operators two or three months ago, John Lewis sat in this typical pose. It must be distracting for fellow conferees to watch Mr. Lewis' massive bulk teetering casually back on the frail rear legs of a spindly wooden chair.



# "DRIVE 'EM TO DEATH!"

AND THEY TRIED TO—TOP SPEED—TOP LOADS

• **24 HOURS**  
A DAY

BUT THOSE  
WHITES TOOK IT •  
WEEK AFTER WEEK  
• • • PUNISHMENT  
NO OWNER WOULD  
EVER GIVE A TRUCK



A FLEET OF 1937 WHITE TRUCKS has just faced the most terrific punishment ever devised for trucks. They wrote new history for power and endurance.

We took our fleet of new trucks, representing all models in the line, and went to Arizona. In the desert we could drive for unlimited distances with the throttles wide open.

With maximum loads aboard, each White was forced to top speed and held there—24 hours a day—1,000 miles and more a day per truck—for weeks on end.

Test drivers, working in relays, maintained high speeds through noonday heat—through the freezing cold of desert nights.

There are grades up to 35 miles long in the desert. There are tortuous, winding roads. There are miles of straight-away to develop maximum speed strain. And over all is a peculiar desert dust as abrasive on moving parts as an all-enveloping emery wheel.

Week after week, the sweating test drivers kept it up. They wore out tires. They wore themselves out. But they never did wear out those Whites.

This test was conducted by White engineers in the full realization that no truck owner could or would give his trucks such punishment. But as evidence of stamina and power under practically limitless strain, the test tells a powerful story to every operator who is interested in low cost and long truck life.

See the new White Model 700, base price \$985, at Cleveland Plant for standard chassis—the lowest price for which a White Truck has ever sold. Telephone your White Branch or Dealer or write

**THE WHITE MOTOR COMPANY**  
CLEVELAND

**NO OTHER TRUCKS HAVE EVER FACED A TEST SO GRINDING—RACKING—KILLING**



# SPEAKING OF PICTURES

(continued)



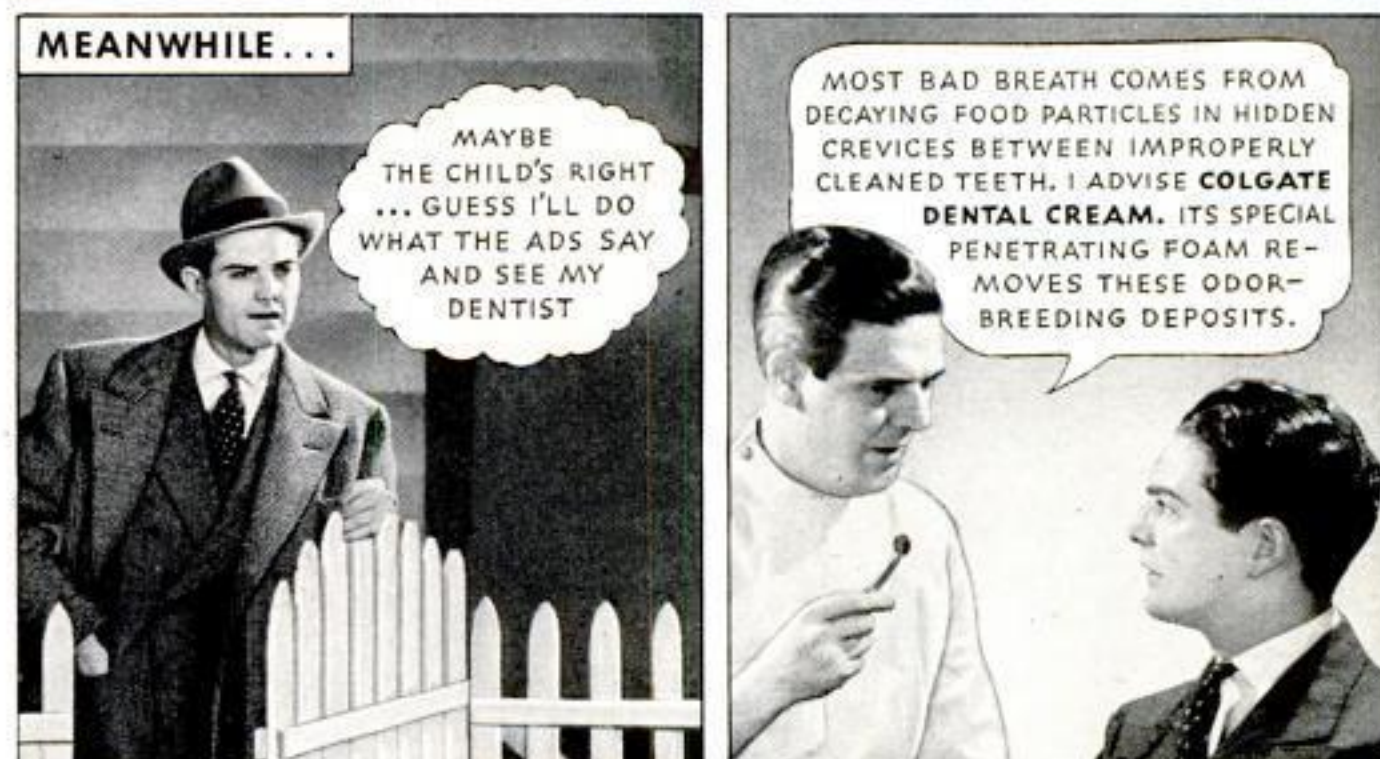
An early Lewis sit-down pose is the one above, taken about a dozen years ago as Mr. Lewis conferred with United Mine Workers leaders. At that time, John Lewis had not achieved the casual impressiveness he so easily assumes when sitting today.



While Lewis sat (above), the United Mine Workers in 1936 were making their historic decision to affront the A. F. of L. by not dissolving the CIO. This calm, leonine pose is the sort that could inspire confidence among Lewis' devoted followers.



An unimpressive Lewis sit-down is the posed shot above. Note that Lewis has deserted the small wooden chair on which he usually perches, to sink into the heavier, upholstered chair. Note too, that he looks far less imposing in the big chair.



## Most Bad Breath Begins with the Teeth!

TESTS show that 76% of all people over the age of 17 have bad breath—and that most bad breath comes from *improperly cleaned teeth!*

Ordinary cleaning methods, which merely polish exposed surfaces, fail to remove decaying food deposits in hidden crevices between teeth. And these deposits, tests prove, are the source of most bad breath, dull, dingy teeth, and much tooth decay.

But Colgate Dental Cream has a special *penetrating foam* which gets

into every tiny crevice—emulsifies and washes away odor-breeding food and acid deposits.

At the same time, Colgate's soft, safe polishing agent gently, yet thoroughly, cleans and brightens enamel—makes your teeth sparkle—gives new brilliance to your smile.

So brush your teeth, gums, tongue with Colgate Dental Cream at least twice daily and have cleaner, brighter teeth and a sweeter, purer breath. Why not get a tube today!





"Always worth stopping for"



Most popular gum in America is Beech-Nut Peppermint. Try our Spearmint, too, if you enjoy a distinctive flavor!

## BEECH-NUT GUM



*You can taste  
the difference  
Quality makes*



**SEE THE BEECH-NUT CIRCUS**  
Biggest Little Show on Earth!  
A mechanical marvel, 3 rings of performers, clowns, animals, music 'n' everything! Now touring the country. Don't miss it.

She's a **POWDER PANIC**  
IF EVER I SAW ONE!

POLITENESS PREVENTS ANYONE  
FROM TELLING YOU WHAT EVERY-  
ONE MAY SEE—WRONG SHADE FACE  
POWDER IS SOCIALLY EMBARRASSING

Test All Five New  
Face Powder Shades  
At My Expense . . .

See If Yours Makes You Look Older—

Dear Madam:

Isn't it a shame? You spend hours, days, searching for a becoming dress or hat for each season of the year. And yet you may take for granted that your face powder shade is *always* right. Did you know that your skin changes color as often as the sun rays change with the seasons?

### Important "Don'ts"

Don't ever think that the *name* of a powder shade means that shade is necessarily for *you*. Some blondes have a skin darker than that of brunettes. Some "Brunette" shades of powder are lighter than "Beige" shades. It's enough to confuse even the cosmetic sales girl you consult when you buy. Don't be too sure they don't call *you* a "powder-panic" when your back is turned. Don't be too certain that this season you yourself aren't wearing a "false-face" that is ridiculously artificial.

### What Can You Do?

The only way you can avoid this deadly risk is to *test* powder shades. Sit down before your mirror—where there is no one to influence you—where you can see for yourself which shade adds to your youth, which shade adds to your age, which shade makes you a "powder panic."

You *must* see yourself through eyes of others. The easiest way to do this is through the frank and fearless eyes of your mirror. For your own interest do this—try all five new shades which cosmeticians and stylists recently developed to cover every complexion color need. My LOVELY LADY Face Powder is made in all five of these thrilling new shades.

Send me the coupon below and I'll send you all five shades by return mail

—five generous vanity size samplers—free to you. Then make the comparison I suggest—discover *truly* which face powder shade you ought to be wearing. I warn you—there will be a surprise in store for you. But it will be the most encouraging surprise you have had in months. You'll find a new and more enchanting YOU, a YOU whose skin really *did* have a beauty of its own but which had been so long hidden by a wrong shade of "false-face" powder that you had given up hope of ever being completely lovely any longer.

### Why My Face Powder Ends Your Problems

LOVELY LADY Face Powder ends "powder-panic"—harmonizes more beautifully with your subtle natural skin tones, because it contains "BALMITE," my exquisite new soft-blend base. Just send this coupon to me, now, and I will send you generous vanity size samplers of all 5 shades of my new Face Powder FREE, by return mail.

Sincerely, *Lovely Lady*

**FREE**

LOVELY LADY,  
607 Washington Blvd., Chicago, Ill.

Please send free by return mail generous vanity size samplers of all five shades of LOVELY LADY Face Powder. Include a week's supply of LOVELY LADY All Purpose Face Cream FREE.

Name . . . . .

Street . . . . .

City . . . . . State . . . . .

Paste this on a postcard  
or enclose in envelope

ON SALE AT COSMETIC COUNTERS EVERYWHERE



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Letters to the Editors . . . . .	7
Speaking of Pictures . . . . .	10
England Prepares for the Coronation . . . . .	17
LIFE on the American Newsfront . . . . .	22
Portrait of Hollywood . . . . .	28
Movie of the Week: A Star is Born . . . . .	38
Edward Hopper . . . . .	44
Captain Cannaday in Madrid . . . . .	49
Lost John of Mammoth Cave . . . . .	50
Bird Blues Dog . . . . .	52
Religion in Soviet Russia . . . . .	55
The Camera Overseas . . . . .	63
Japanese Imperial Fishing Party . . . . .	70
Clark Gable in Court . . . . .	72
Private Lives . . . . .	73
LIFE'S Pictures: an Index . . . . .	78
LIFE Goes to a Party . . . . .	80
Two Bicycle Records . . . . .	84
Pictures to the Editors . . . . .	87

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AND SEND THE BILL TO

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Please Print

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

MAIL THIS TO LIFE, 350 EAST 22ND ST., CHICAGO

\*Canadian Postage 50¢ Extra



D. A. TURNER, WALLA WALLA, WASHINGTON

**"IMAGINE,"** said Mr. Turner...

{ A TRUE, UNSOLICITED STORY  
OF A SCHICK SHAVER }

"Imagine a little gadget, no bigger than the palm of my hand, clicking along day after day, month after month, year after year — never failing to give the same cool, smooth, comfortable shave. And never a repair or replacement of parts necessary. That's the miracle of it, especially to a man who knows electric motors.

"This is an anniversary of mine. Just three years ago I stepped into a San Francisco store—Schwabacher Frey Co.—and purchased my Schick Shaver . . . it has never once faltered.

" . . . I shall, in all probability, be using the same old shaver for many a long year yet. It's your own fault for building such a long-lived instrument . . ."

### IS THIS MAN'S EXPERIENCE GOOD ENOUGH FOR YOU?

Three years of quick, close shaves in the tropical heat of Panama and the cold of northern America. Three years of painless, comfortable shaves with never a cut nor a scrape—and the shaver as good as new today! Only the Schick has made such a record—and even much better records.

### ASK A DEALER TODAY

Let one of our dealers demonstrate a Schick Shaver to you. He will tell you why the Schick gives you a new skin, why its double-stroke shaves quickly and how it saves you money, for you no longer need blades, soap, creams, brush, lotions.



SCHICK DRY SHAVER, INC., STAMFORD, CONN. Western Distributor: Edises, Inc., San Francisco  
In Canada: Henry Birks & Sons, Ltd., and other leading stores. (Canadian price, \$16.50.)

**SCHICK**  **SHAVES**



1927

1937

## TEN YEARS AGO THIS OCTOBER

*It is interesting to turn back the pages of the years and read the record of a business. For time has a way of testing purposes and policies. Good years and lean reveal the character of men and organizations. The fundamental policy of the Bell System is not of recent birth—it has been the corner-stone of the institution for many years. On October 20, 1927, it was reaffirmed in these words by Walter S. Gifford, President of the American Telephone and Telegraph Company.*

"The business of the American Telephone and Telegraph Company and its Associated Bell Telephone Companies is to furnish telephone service to the nation. This business from its very nature is carried on without competition in the usual sense.

"These facts have a most important bearing on the policy that must be followed by the management if it lives up to its responsibilities.

"The fact that the ownership is so widespread and diffused imposes an unusual obligation on the management to see to it that the savings of these hundreds of thousands of people are secure and remain so.

"The fact that the responsibility for such a large part of the entire telephone service of the country rests solely upon this Company and its Associated Companies also imposes on the management an unusual obligation to the public to see to it that the service shall at all times be adequate, dependable and satisfactory to the user.

"Obviously, the only sound policy that will meet these obligations is to continue to furnish the best possible telephone service at the lowest cost consistent with financial safety. This policy is bound to succeed in the long run and there is no justification for acting otherwise than for the long run.



"Earnings must be sufficient to assure the best possible telephone service at all times and to assure the continued financial integrity of the business. Earnings that are less than adequate must result in telephone service that is something less than the best possible.

"Earnings in excess of these requirements must either be spent for the enlargement and improvement of the service furnished or the rates charged for the service must be reduced. This is fundamental in the policy of the management.

"The margin of safety in earnings is only a small percentage of the rate charged for service, but that we may carry out our ideals and aims it is essential that this margin be kept adequate. Cutting it too close can only result in the long run in deterioration of service while the temporary financial benefit to the telephone user would be practically negligible.

"With your sympathetic understanding we shall continue to go forward, providing a telephone service for the nation more and more free from imperfections, errors or delays, and always at a cost as low as is consistent with financial safety."



**BELL TELEPHONE SYSTEM**





## ENGLAND FILLS UP WITH OUTLANDERS COME FOR THE CORONATION



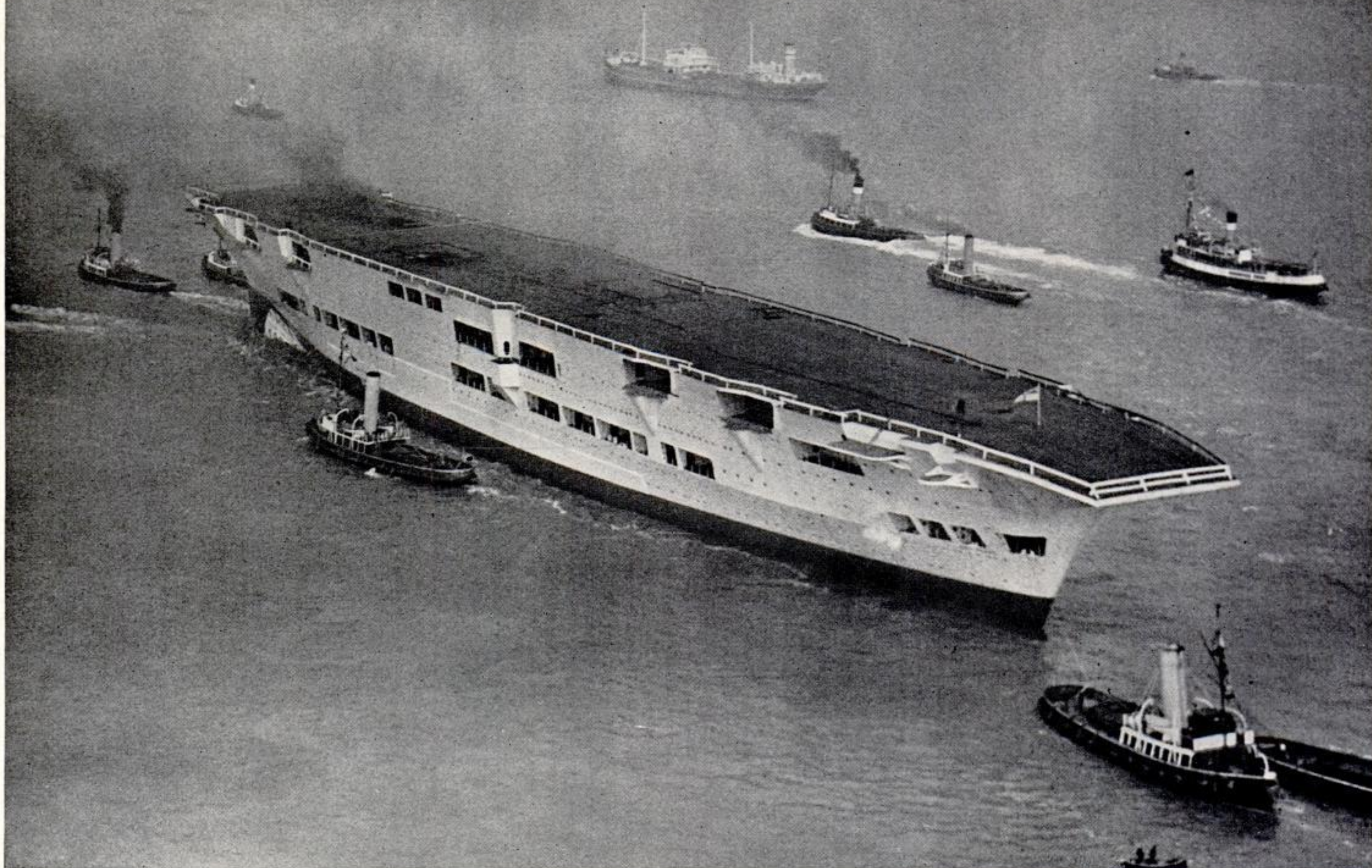
The world's most advertised attraction right now is the crowning May 12 of Britain's King George VI, a bashful young man heretofore eclipsed by his elder brother, Edward VIII, now Duke of Windsor. Whatever the merits of the attraction, some 500,000 people will cross water to see it, among them the U. S.'s J. P. Morgan, Japan's Prince Chichibu, dozens of Premiers and Governors General from the British Dominions beyond the seas, dozens of Asiatic princes. Among these is the Nawab of Bhopal, No. 2 Indian Moslem prince, who arrived in England April 7 with a 30-goal polo team and other retinue. Above, one of the Nawab's 50 grooms is shown being given a lesson in the popular British game of "darts" in a Gloucestershire pub. Notice the score

on the slate and the sporting print on the wall. At left is another of the Nawab's suite, his curled beard fixed for the night in a net.

The progressive young Nawab is a Moslem of a different stripe from the Frontier Moslems whose rebellion is shown on pages 63-65. He is an Honorary Lieut. Col. in the British Army. Since Bhopal royal succession may pass through the female side, he succeeded his mother and will be succeeded by his eldest daughter. He tries to get Moslems to get along with Hindus and Britons, introduced motorcycle polo to Bhopal. He is in England not only to see the Coronation but to enter his polo team in the spring tournaments. For more on the Nawab's party see page 21. For what Britain is doing in the way of business as usual, turn the page.

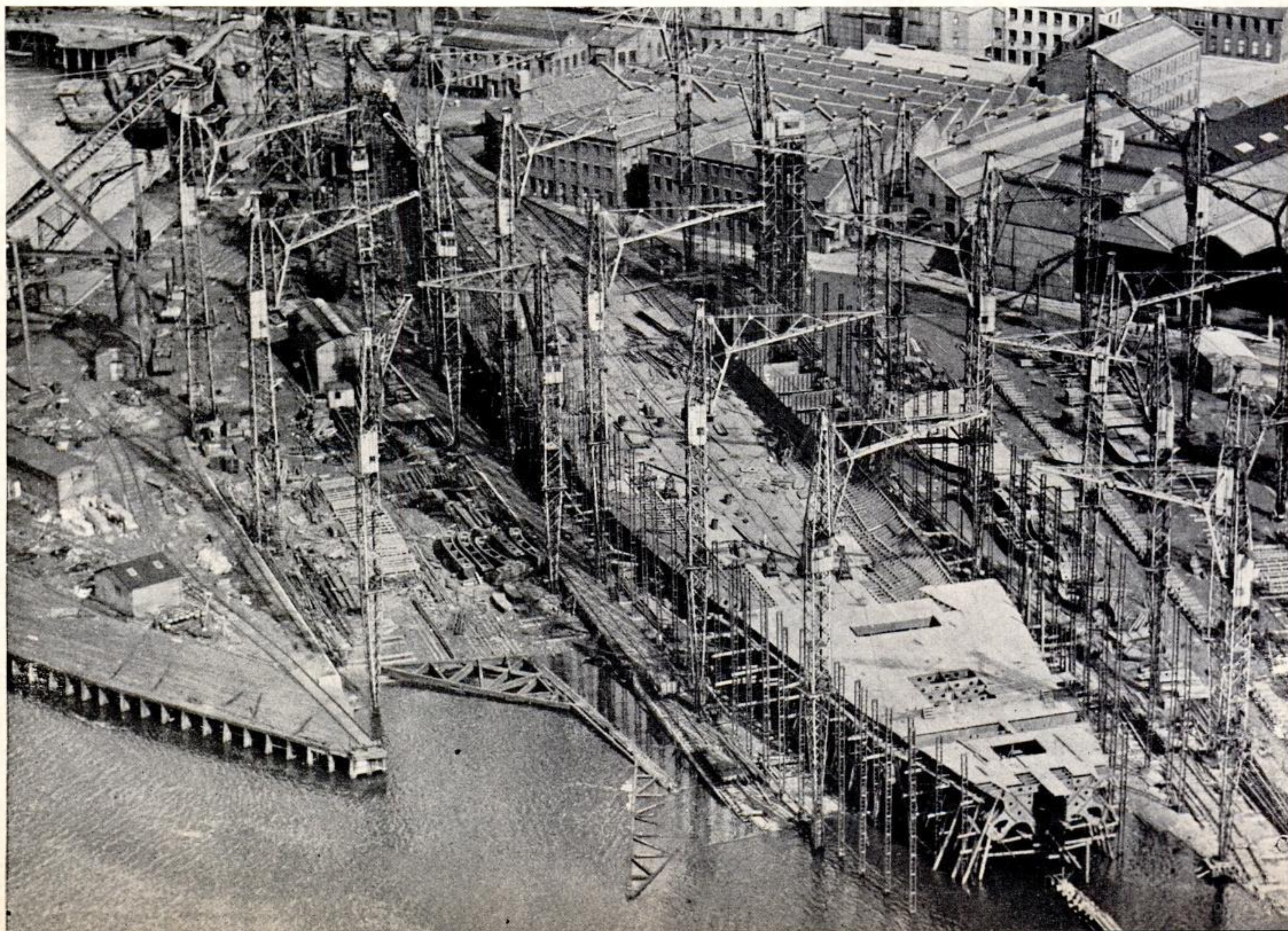


## THE WEEK IN ENGLAND

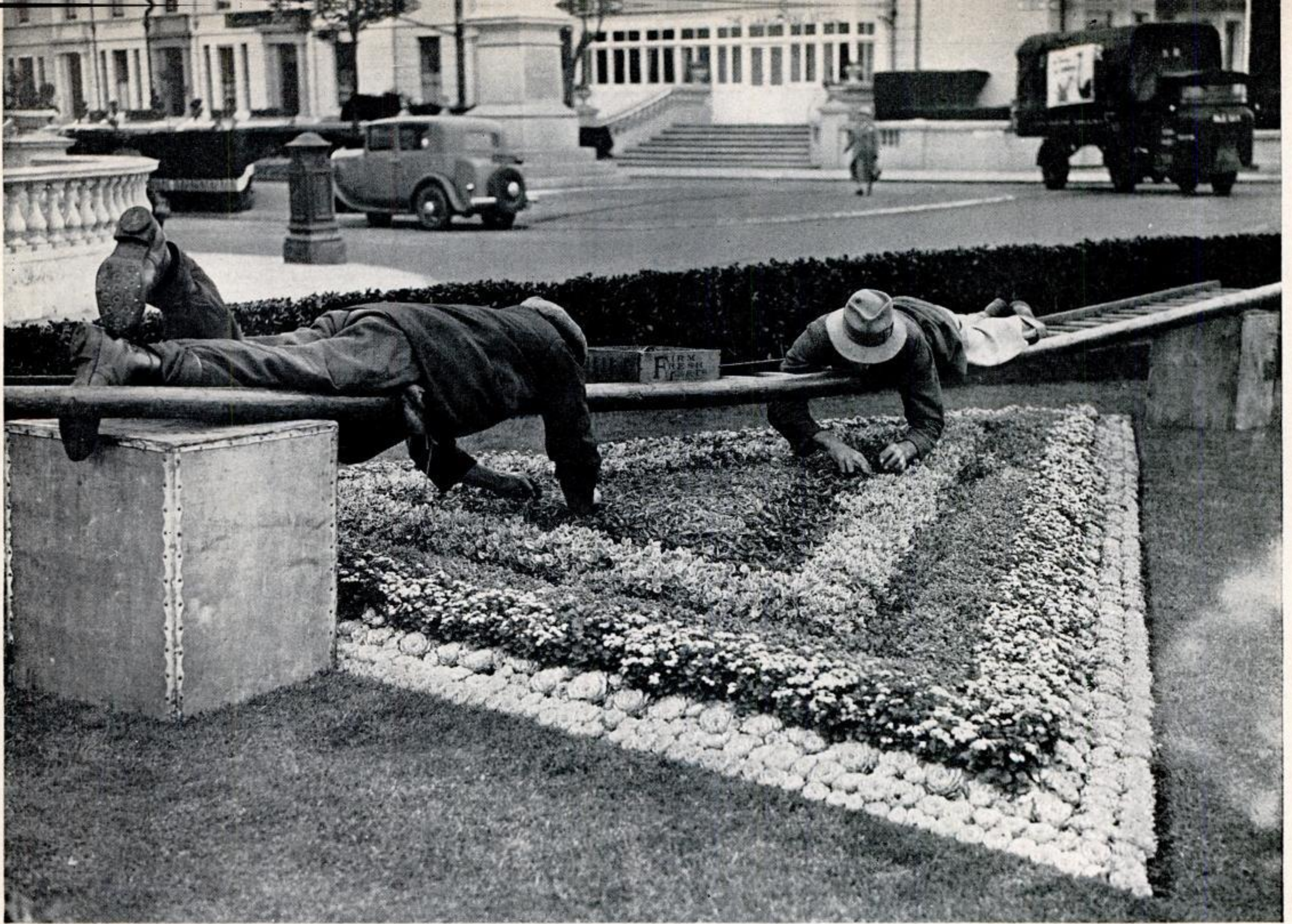


**British rearmament** made its first big splash April 13 at the Cammell-Laird shipyard in Lancashire when Britain launched the first big aircraft carrier the British Admiralty has yet built specially as an aircraft carrier. (Others include three converted cruisers, one converted battleship and a little, 20-plane carrier.) The *Ark Royal*, shown above, will make 30 knots and carry 70 planes, fewer than any U. S. carrier except the *Langley*.

**"Contract 552"** is the only name so far given to the stern and amidships bilge-plates of what will be a sister ship to the *Queen Mary*. The place is the Clydebank, Scotland, yards of John Brown & Co. The ship will be ready for launching in the spring of 1938 and for business in the summer of 1939. She will be faster and heavier than the *Queen Mary*, will enable Cunard to set up a weekly transatlantic service in fast ships.







**Neat British gardeners** work on a flowerbed without trampling it by stringing a ladder across. This is at Folkestone on the English Channel. The outermost border is Hens & Chickens (*Echeveria*), the next one in is *Ageratum*, and the border bounding the centre of Periwinkle is *Vinca*. These four are all favorites of English designers of ornamental gardens, give the orderly plaque effect without which a British garden feels undressed.

**A field of cricket bats.** Englishmen play cricket only with bats made of supple willow. Best bats are made of the female tree of the *Coerulea* willow. Shown below is a spring planting of female *Coerulea* willow stocks at Shoreham, Kent. In three years they will have grown shoots which will be cut off and these in turn will be planted to make ideally straight trees. When they are 48 inches around, these trees will be cut down for cricket bats.

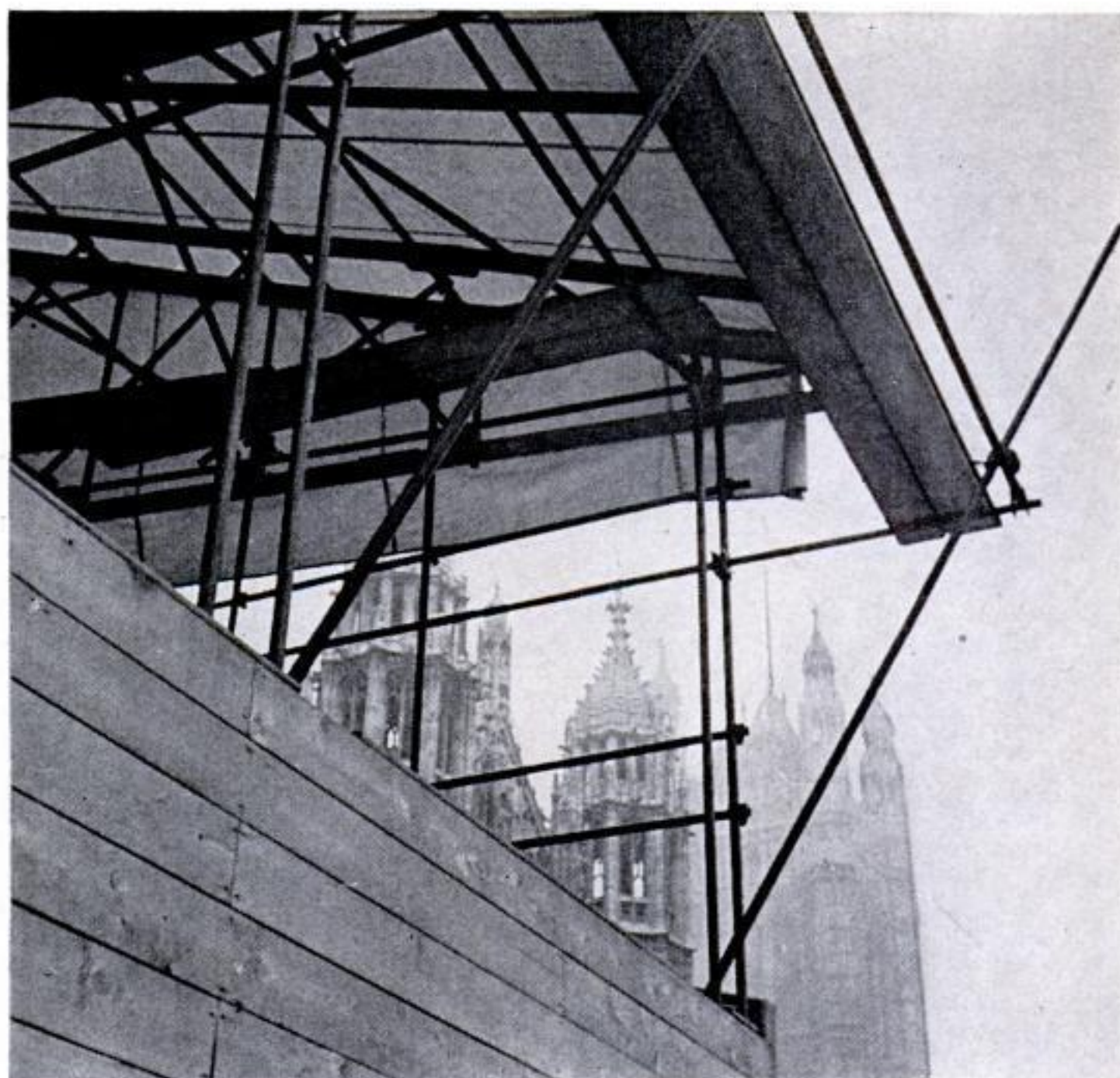




## CORONATION LONDON IS BOARDED UP



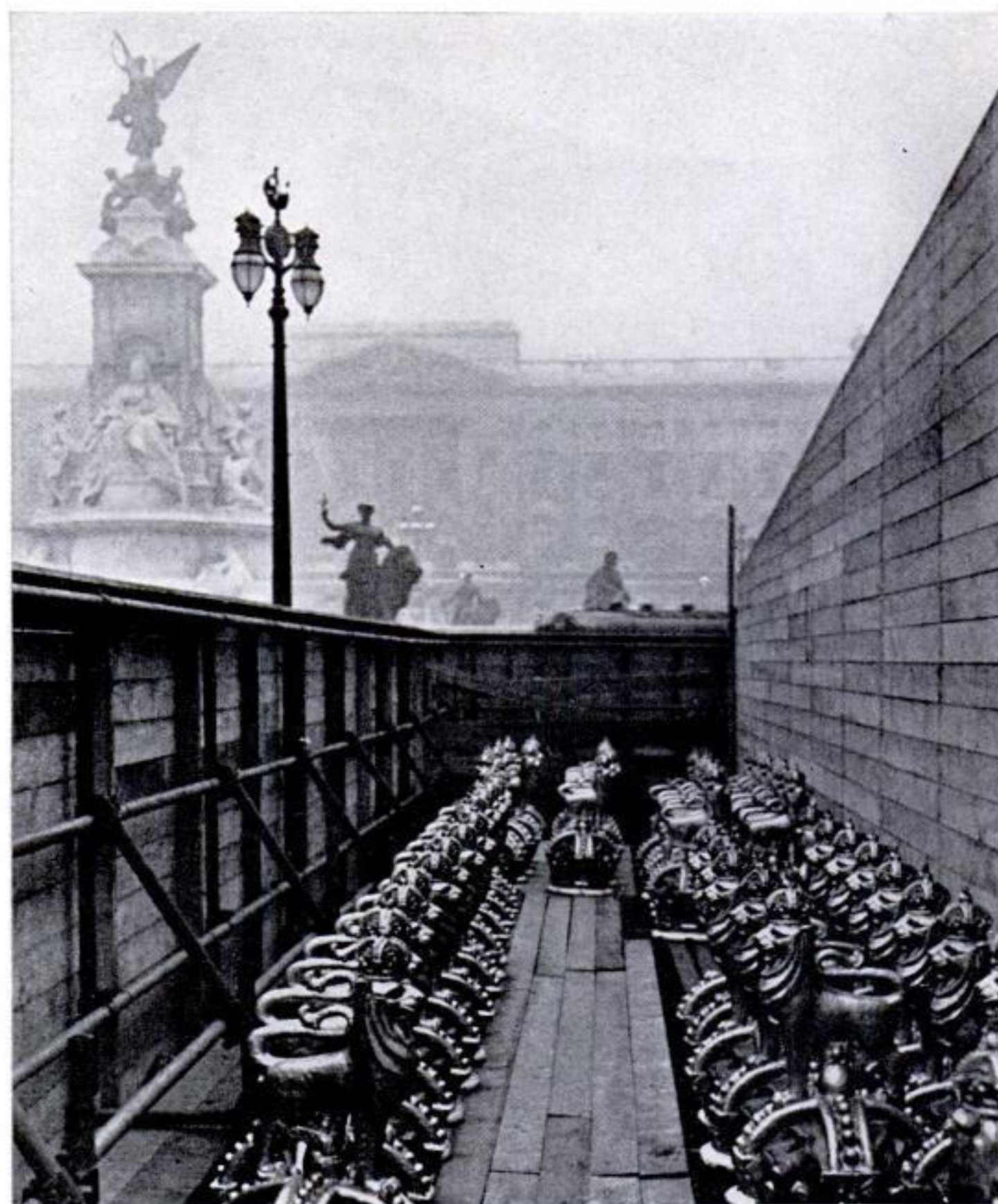
The bronze tail of the horse of George III, great-great-great-grandfather of George VI, on Pall Mall is all that is visible of the statue since protective boardings were built. Similar boardings now hide most historic London monuments worth seeing.



Coronation grandstands are a blot on the heart of London. Above they get in the way of a tourist's view of the Houses of Parliament, across the way from Westminster Abbey.



Hospitals, such as St. George's in Knightsbridge, London, peddle window space for Coronation day on May 12, as well as build and rent grandstands along the Coronation route.



Crowns for lamp-posts are stacked in the grandstands at the start of the Coronation route. These are being fixed on everything that can be crowned along the line of march. In the background are Buckingham Palace and the Queen Victoria memorial.

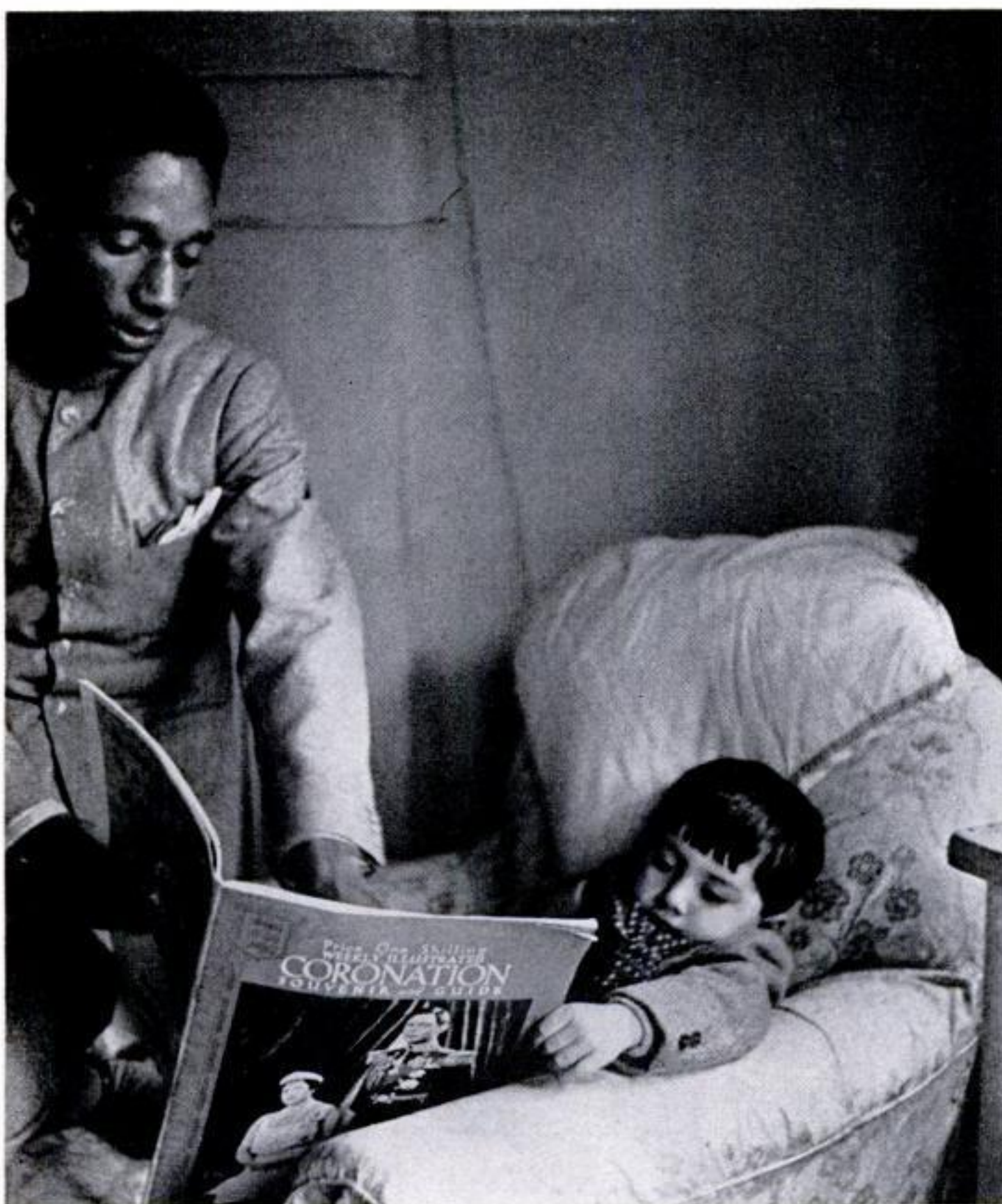




**Indian horsemen** ride the English countryside. These are grooms and polo ponies of the Nawab of Bhopal, come to England for the Coronation and the spring polo tourna-

ments. Of the 60 ponies in his stable the Nawab brought 33, worth \$140,000. One died of pneumonia in England's spring. The English natives of Westonbirt in Gloucestershire

were at first amazed by these strange outlanders, ten Bhopal officers and 50 turbaned grooms, who give the polo ponies the peculiar Indian hand massage after each grooming.



**The Nawab of Bhopal's** heir-expectant, Prince Shehryar, eldest son of his eldest daughter, looks at the London *Weekly Illustrated's* Coronation Souvenir & Guide number. The prince's mother wore shorts at Westonbirt, though his grandmother goes veiled in Bhopal.



**A man from Bhopal**, Sunda Lal, entertains the English villagers of Westonbirt by showing them how he rolls his turban. The Nawab of Bhopal is spending \$375,000 on his English excursion, has provided his Moslem polo grooms with a high-caste Indian Brahmin for cook.



**"Shove-ha'penny"** is a simple English rustics' game, much like shuffleboard, here being taught a Bhopal groom by village pub habitués. Bhopal men and ponies are in poor condition due to a very rough passage through the Mediterranean on the way from India to England.



# LIFE ON THE AMERICAN NEWSFRONT: MR. CUMMINGS SUES THE BIG BOSSES OF ALUMINUM



IRVING W. WILSON, *Vice President*

GEORGE R. GIBBONS  
*Vice President*

ARTHUR V. DAVIS  
*Board Chairman*

ROY A. HUNT  
*President*

ROBERT E. WITHERS  
*Vice President*

PAUL J. URQUHART  
*Vice President*

SAFFORD K. COLBY  
*Vice President*

GEORGE J. STANLEY  
*Vice President*



**Mrs. Homer Cummings** will not be around to lend her husband moral support in his fight against the Aluminum Co. On April 21, she sailed for Europe to attend the Coronation.

**O**n April 23, Attorney General Homer S. Cummings started the biggest Government "trust-busting" action in a quarter-century—a suit to dissolve the Aluminum Co. of America as a "monopoly in restraint of trade." The Aluminum Co. is the most investigated (according to itself, the most persecuted) company in the U. S. The Department of Justice (in 1912), the Federal Trade Commission (in 1925-30) and several competitors have all had their flings at it. As lawyer for one of the competitors, Mr. Cummings himself tried once before (in 1925) to break the aluminum "monopoly." But neither he nor anyone else has ever succeeded.

In the action at this time many an observer saw the resumption of the feud between the New Deal and Andrew W. Mellon. This feud raged for three years while the Government was suing Mellon for tax evasion, but seemed to have reached a truce when Mellon made his gift of a national art gallery.

The Mellon family owns about one third of the Aluminum Co., is generally supposed to be its dominating influence. But the Mellon contribution has been almost entirely financial. The operating heads of the company, each of whom was made a defendant in the Government's suit, are the gentlemen above. All of them have played an important part in the growth of one of the country's most spectacularly successful corporations. Note particularly Chairman of the Board Arthur Vining Davis, who was in at the start in 1888, and President Roy Arthur Hunt, whose father was one of the co-founders. This picture, the only one ever made of the whole group, was taken by Margaret Bourke-White in the Aluminum board room in Pittsburgh's Gulf Building.



**Heir apparent** to control of the Mellon interests is Nephew Richard King Mellon, who recently threatened to close his Pennsylvania hunting estate in a dispute with farm hands.



## LIFE ON THE AMERICAN NEWSFRONT: WASHINGTON BIDS A BEERY FAREWELL TO GERMAN AMBASSADOR



A bock beer evening has long been an annual event at the German embassy in Washington. Soon after the bock season opens, Ambassador Hans Luther plays host to newspapermen and legislators.

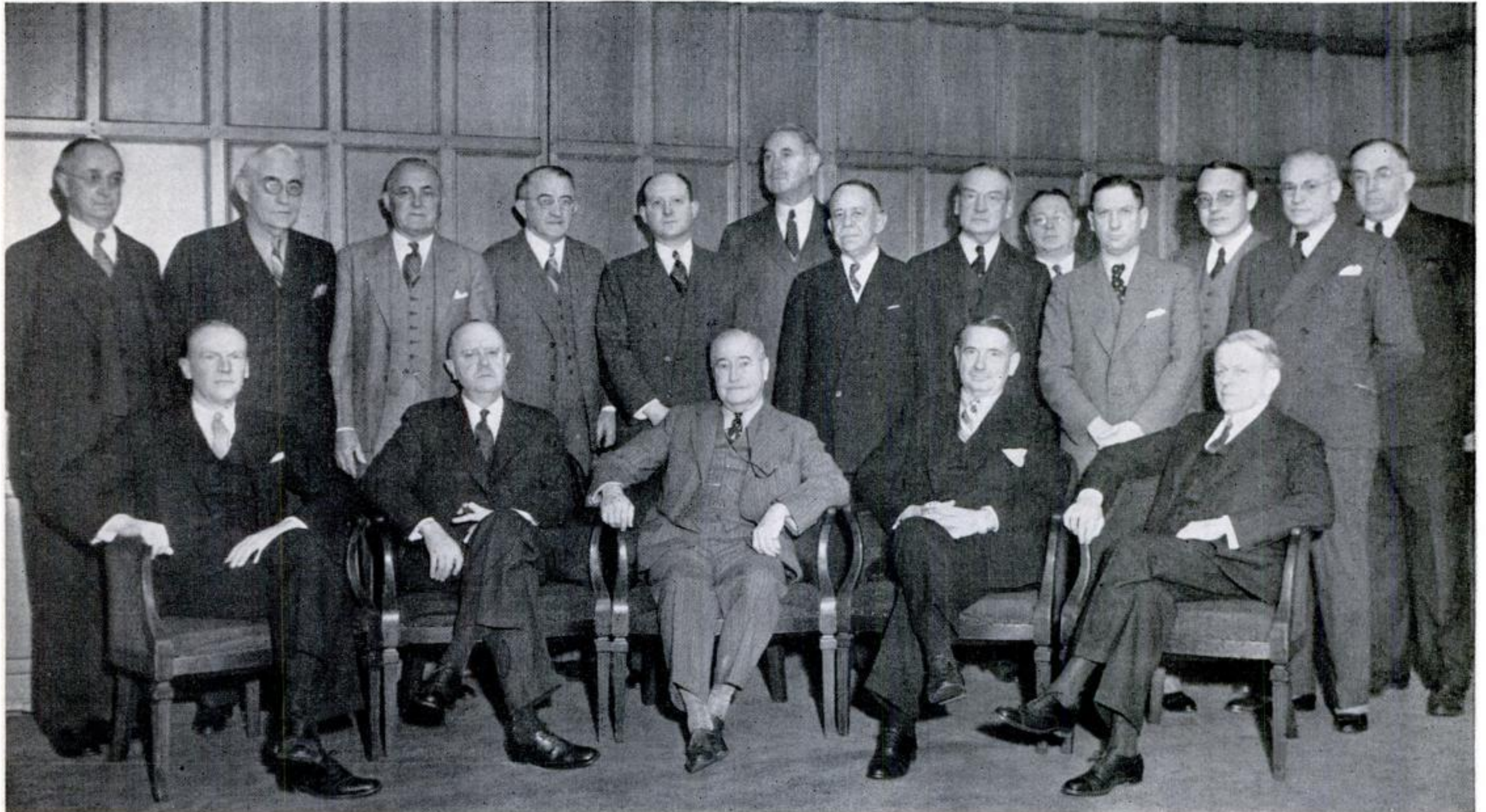


Eight foaming steins of beer were nearly dropped on the embassy floor when Dr. Luther's barmaid was scared by a photographer's flashbulb.



Popular Dr. Luther (centre) has been recalled by Hitler and this year's party was a farewell. Senators Austin of Vermont and Ashurst of Arizona congratulate him on his Munich double-bock.

## THE DIRECTORS OF THE ASSOCIATED PRESS



These newspapermen are the directors of the Associated Press. Since the AP numbers among its members practically every important U. S. newspaper (1,340 in all) its directors are the leading guardians of the freedom and impartiality of American journalism. On April 19, the AP held its annual luncheon at the Waldorf-Astoria in New York. After it was over the directors posed for their picture. Left to

right, seated are: Robert McLean, *Philadelphia Bulletin*; E. Lansing Ray, *St. Louis Globe-Democrat*; Frank B. Noyes, *Washington Star*, President of the AP; Kent Cooper, secretary; Stuart H. Perry, *Adrian (Mich.) Telegram*. Standing: William J. Pape, *Waterbury (Conn.) Republican*; Frederick E. Murphy, *Minneapolis Tribune*; Frank E. Gannett, *Rochester Times-Union*; Paul Patterson, Balti-

more *Sun*; Clark Howell, *Atlanta Constitution*; Robert R. McCormick, *Chicago Tribune*; L. K. Nicholson, *New Orleans Times-Picayune*; J. R. Knowland, *Oakland Tribune*; Paul Bellamy, *Cleveland Plain Dealer*; Houston Harte, *San Angelo (Tex.) Standard*; John Cowles, *Des Moines Register and Tribune*; George B. Longan, *Kansas City Star*; Josh L. Horne, *Rocky Mount (N. C.) Telegram*.



# LIFE ON THE AMERICAN NEWSFRONT: TROUBLES SHAKE THE KINGDOM OF FATHER DIVINE



"Angels" from Harlem, followers of Father Divine, spent the night of April 22-23 in a noisy demonstration outside New York police headquarters. Within sat the

little black man they believe is God. "Father Divine" is the boss of a fabulous "kingdom" of uncounted local "heavens" where his frenzied religious followers feast, sing,

call one another by heavenly names. A process server, venturing into the main "heaven," caused a riot in which his companion was stabbed. Police arrested the Father.



The trouble was started by Mrs. Jessie Birdsall, who says that she gave Father Divine \$2,000 when she joined the cult and then was "thrown out." Mrs. Birdsall had her lawyer (right) get a court summons which the process server was trying to serve on the Father.



In a jail cell Father Divine spent one lugubrious night before police allowed faithful followers to bail him out, escort him in triumph to Harlem. Meanwhile the Kingdom was shaken by other troubles, including the mysterious midnight burning of an upstate "heaven."



"Faithful Mary" has long been Father Divine's chief female angel. Day after the stabbing she disclaimed her allegiance, declaring: "He ain't no God. He's just a damned man."



"St. John the Revelator" (John Wuest Hunt, white) is Father Divine's chief West Coast "angel." On April 21, he was indicted in Los Angeles for violation of the Mann Act.



"The Virgin Mary" was the title conferred by Hunt on Delight Jewett, 17, of Denver. She says he seduced her by telling her she had been chosen to bear a second Saviour.





## SISTER AIMEE HAS HER TROUBLES TOO

**A**nother evangelist whose earthly troubles are piling up is Aimee Semple McPherson. Sister Aimee's troubles are two slander suits. First her daughter, Roberta Semple, sued Aimee's lawyer for \$150,000, got \$2,000. Now Aimee herself is being sued for \$1,080,000 by her former co-pastor, Rheba

Crawford Splivalo. On April 18, she gathered the faithful in her Angelus Temple at Los Angeles, to ask for money with which to fight the suit. The faithful, transported by a sermon in which Aimee assumed her best "angel" pose, donated not only cash but watches, jewelry, and gold teeth.



## LIFE ON THE AMERICAN NEWSFRONT: AIREDALE GOES TO ITS GRAVE



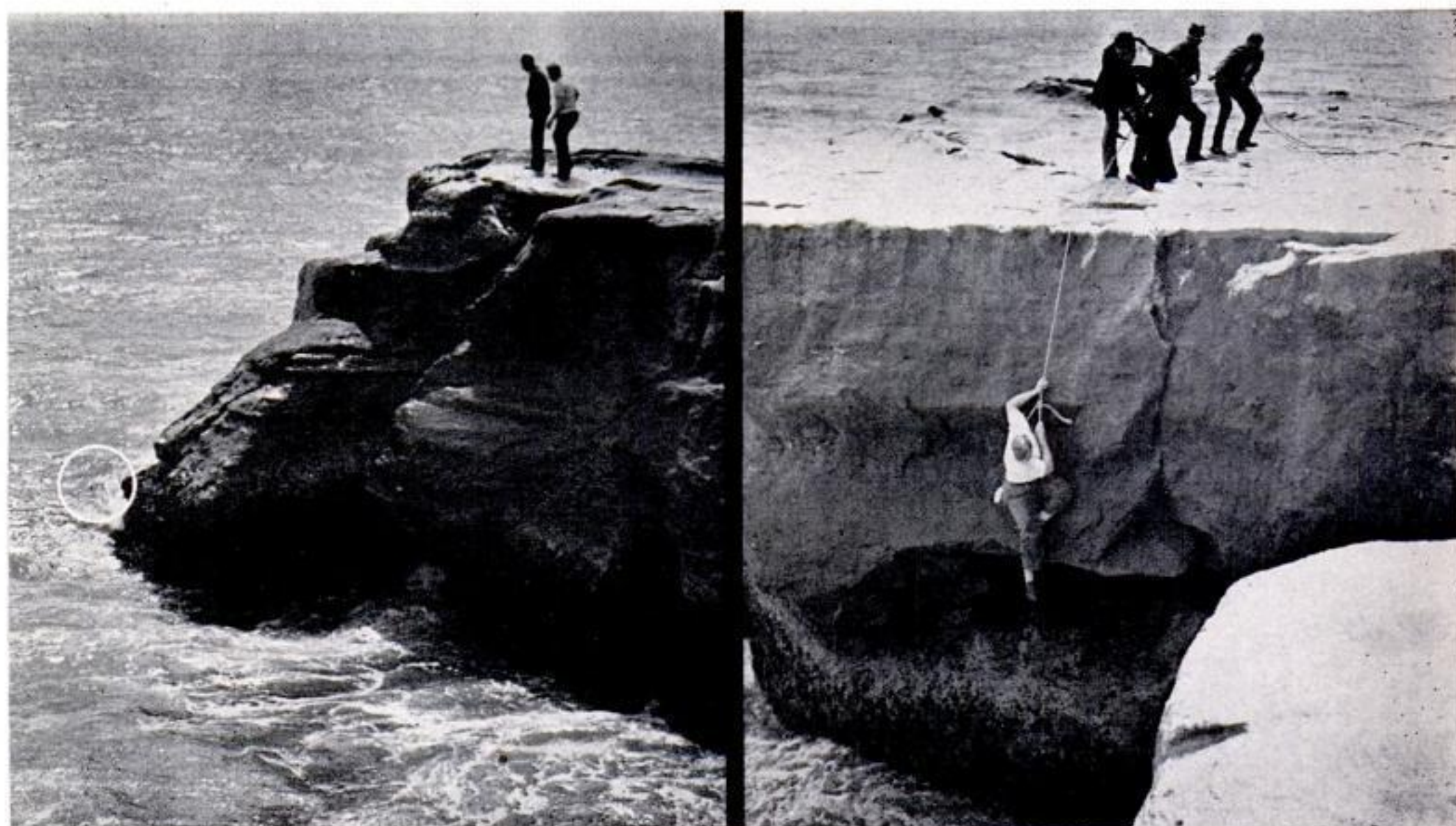
**A dog funeral** was celebrated in proper style when Jerry, an airedale owned by Mrs. Anna Pechin of Radnor, Pa., was recently buried in a flower-bedecked \$5 pine coffin in a

\$16 grave in the dog cemetery of the Francisville home for Small Animals where 3,000 pets already lie. The funeral procession above consists of Pallbearers George Arm-

strong and Sam Morrow, Mrs. Pechin, and five professional canine mourners, Queenie, Fluffie, Bessie, Piggie and Nelly, Home inmates who dutifully attend all such funerals.

## CALIFORNIA FISHERMAN SAVES SPANIEL FROM WATERY GRAVE

**A** dog funeral was narrowly escaped by Snarky, mischievous cocker spaniel belonging to Ross Newfarmer of California. Accompanying his master on a Sunday fishing excursion at Santa Cruz, Snarky, whose propensity for snakes, beehives, vacuum cleaners and lawn mowers was already a matter of record, got tangled up in the lines, upset the bait box, finally tumbled 30 ft. over a cliff into the Pacific and was speedily carried around the cliff's jutting end by the tide (*see circle at right*). Promptly his master rushed to his car for a towrope, had himself lowered to the churning water, seized Snarky by the scruff while other Sunday beach addicts pulled them to safety. San Francisco News Photographer Eddie Murphy happened to be present, took these remarkable pictures.

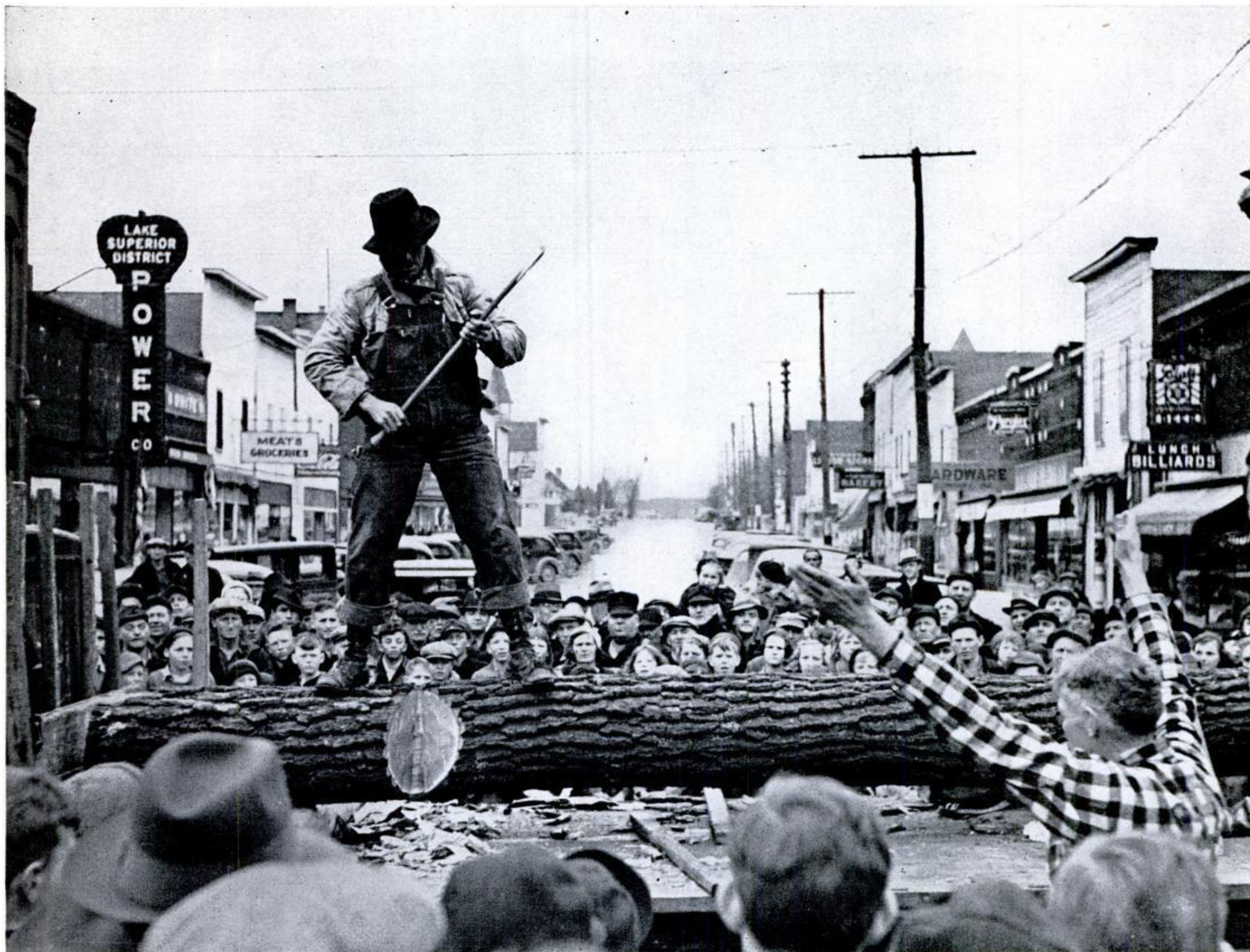


SNARKY'S OWNER & FRIEND STUDY THE SITUATION

ROSS NEWFARMER IS LOWERED OVER THE CLIFF



# LIFE ON THE AMERICAN NEWSFRONT: WISCONSIN HAS LOG-CHOPPING CONTEST



An impromptu log-chopping contest was recently held in the main square of Hayward, Wis. where log-chopping is a tradition, when Bob MacLaren, a professional chopper who

travels for a hardware company, challenged local strong men to sever in 4 min. a log which he had chopped in 1 min., 20 sec. Here Chopper MacLaren, in checkered shirt

at right, calls "Time's up!" to Rudy Froemel, amateur ax-man who has taken 4 min. to get this far through the log. Notice rapt expressions of the youngsters looking on.



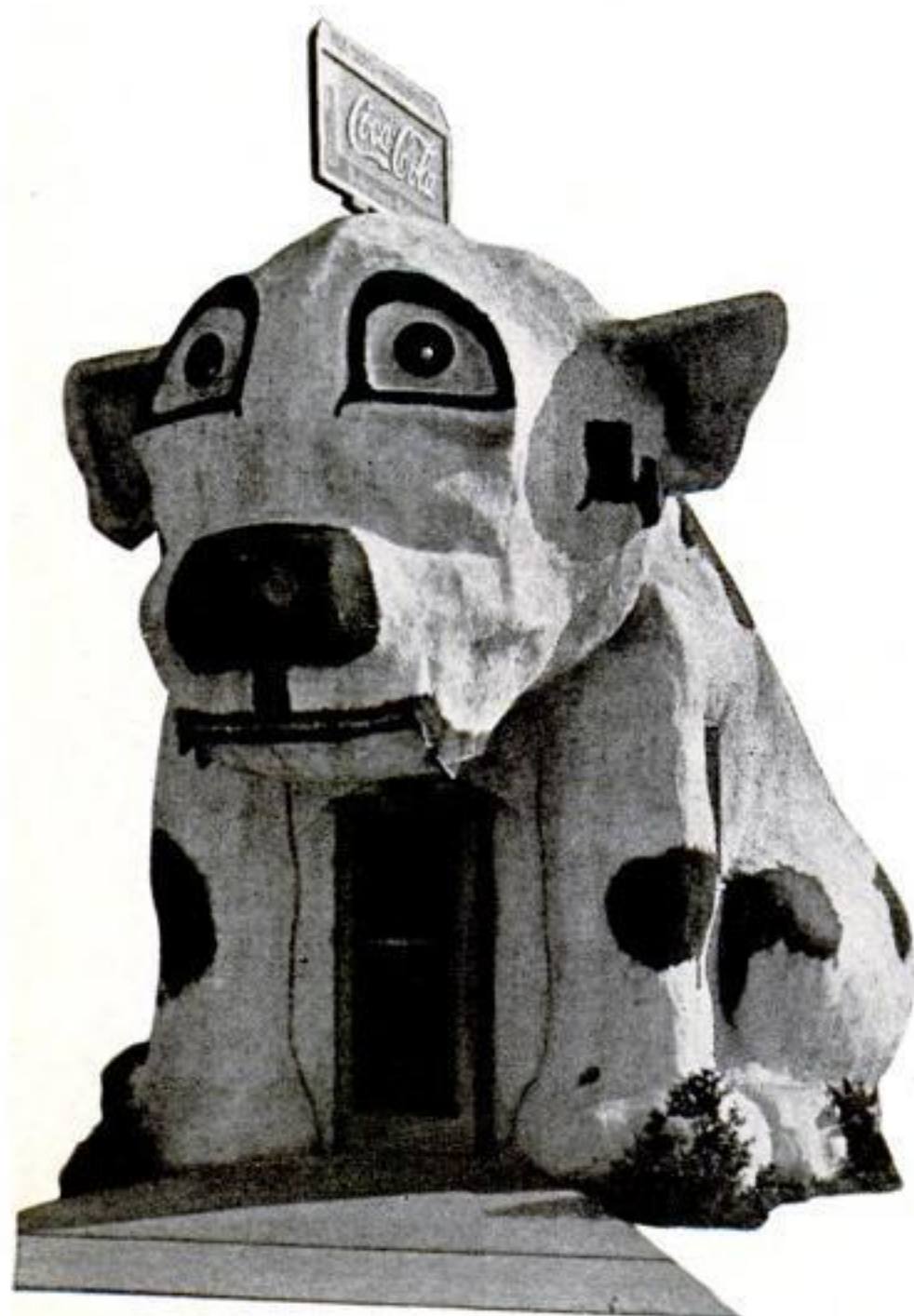
HE SNATCHES SNARKY FROM THE CHURNING OCEAN SPANIEL AND OWNER ARE PULLED UP TO SAFETY SNARKY SHOWS HIS DEEP CANINE APPRECIATION





THE LIGHTS OF LOS ANGELES MAKE ONE OF THE WORLD'S LOVELIEST NOCTURNAL SIGHTS. IN THE CENTRE IS HOLLYWOOD

## HOLLYWOOD IS A WONDERFUL PLACE



If you stand on the hills behind Los Angeles at night, you behold a vast carpet of twinkling lights, stretching to the ocean. One patch, set apart, is Hollywood. By night the most famous little community in the world looks like what it is—a small part of the sprawling city of Los Angeles. Only by day can you see, from the air, that Hollywood is a separate community, cupped by low-lying hills.

To the youth and beauty of the nation, Hollywood is an unparalleled Land of Opportunity. To foreigners it is America's tourist attraction No. 1. To the shopgirl in Keokuk, the peasant in Siberia and the coolie in Singapore, it is a place more real and familiar than the great cities of the world.

Hollywood in fact is twice wonderful: because of itself and because of the region in which it lies. The fathers of the movie industry moved to Southern California for the sun and the warm climate. Millions of other people have gone there for the same reasons. Southern California is the Suburb of America, a combination boom town and old folks' home, where flourish new schools of morals, manners and dress; where hot-dog stands are built in the image

of puppies and signs rewrite, the English language.

In the midst of this strange new culture is Hollywood. It lacks all the elements of a stable community. Most of its residents are outsiders, come to make their fortunes. Its ruling class is the Peerage of the Box Office, which changes with the winds of public favor. Its stock in trade is Glamour.

The people of Hollywood live in a goldfish bowl, ever conscious that the world is staring at them. But they do not talk about the outside world. From sunup, when their work often begins, until long past sundown, they incessantly talk shop.

For Hollywood is a workshop, a town with the serious purpose of turning out \$255,000,000 worth of goods every year. The goods are merely strips of celluloid but just as hard to make as \$255,000,000 worth of shoes. Critics may still complain that the business of the movies bulks larger than the art of the movies. But certain it is that the first four months of 1937 have seen the release of more excellent pictures than any four months in the industry's history. Never has Hollywood's prestige been higher, its future brighter than in the spring of 1937.





Hollywood by day nestles among low hills. This is the centre of town, looking north, with high buildings clustered at the corner of Hollywood Boulevard and Vine Street.



Signs call forth the peculiar genius of Southern California. Here the "K" fad is carried the farthest while "Burgerize" is the verb of hamburger. Signs proclaim a real-estate boom and services of an obstetrician or of guides who will get in your car and direct you to the elegant homes of the stars in Beverly Hills.





**Character extras** like Charles A. Millsfield (*above*), who also teaches foreign languages, make a fair annual income.

He is chatting with his wife before starting to work. She and their seven children are all extras.

## THE ARMY OF THE EXTRAS

To Hollywood every year go thousands of young, ambitious, beautiful people. They join the ranks of the extras, the vastly over-expanded bottom layer of the Hollywood pyramid. Extras earn from \$3.25 to \$35 a day, depending on their wardrobe and special talents, but except in rare cases their annual earnings are far below a living income. Last year the average extra's income was \$161.36.

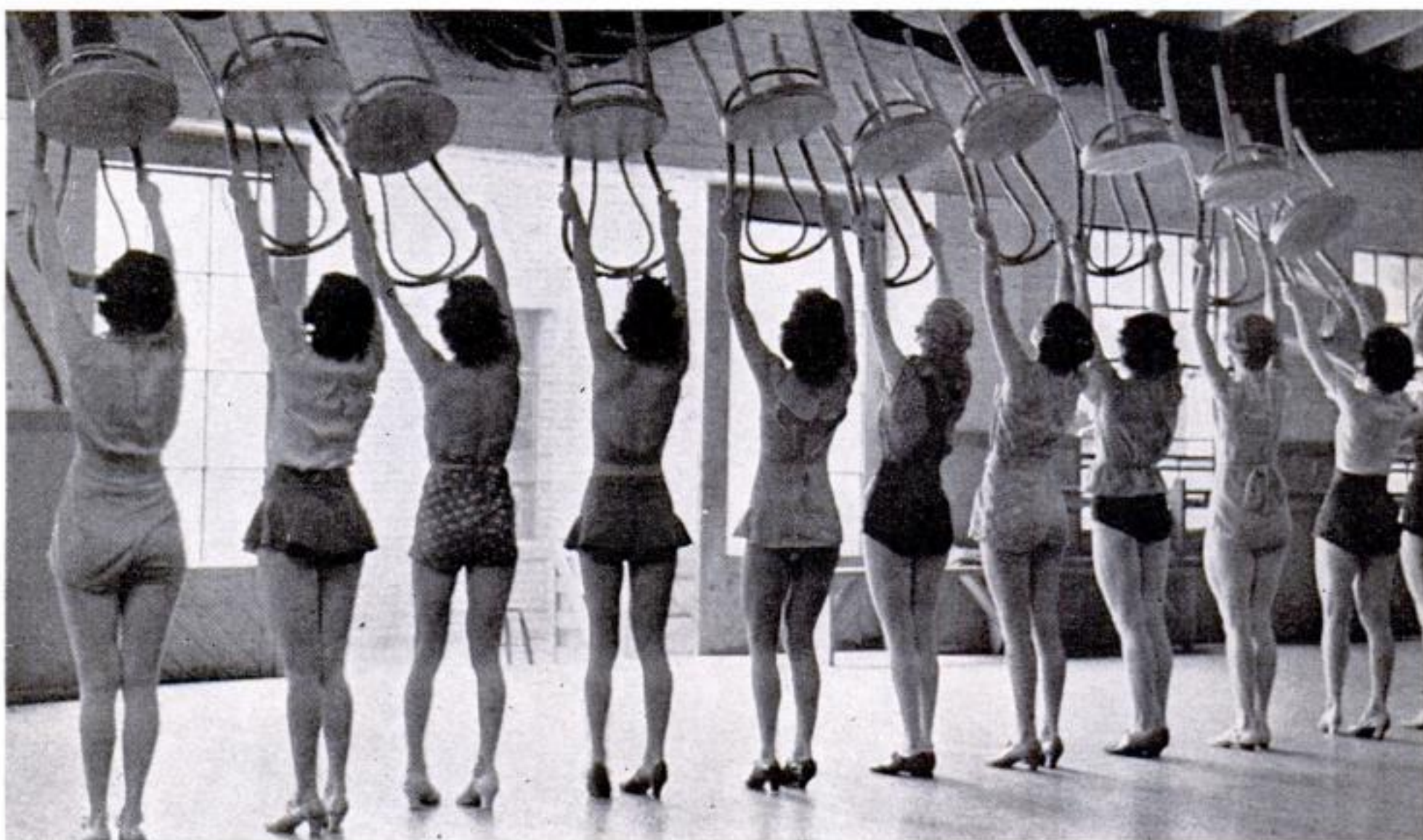
All the studios hire extras through the Central Casting Office. With 15,000 names on its books, Central Casting has stopped registering new ones. Youngsters are urged to stay at home and make good in their local little theatres, where they stand a much better chance of being "discovered" by a talent scout. But the extras think rather of the glamorous stars who have risen from their ranks—Gable, Harlow, Loy, Gaynor, Cooper, Lombard—and they still arrive in a never-ceasing stream.



**This young hopeful** is driven to work each morning by his mother. The law allows children to work four hours a day.



**In any lunchcart** near a Hollywood studio you will find such diners as this. A character extra, he is paid \$10 a day.



**How chorus girls are made** for the movies is shown in this picture made at the studio of Fanchon & Marco, the dance

team. When these girls have been trained they are known as "Fanchonettes" and may earn \$15 a day at the studios.





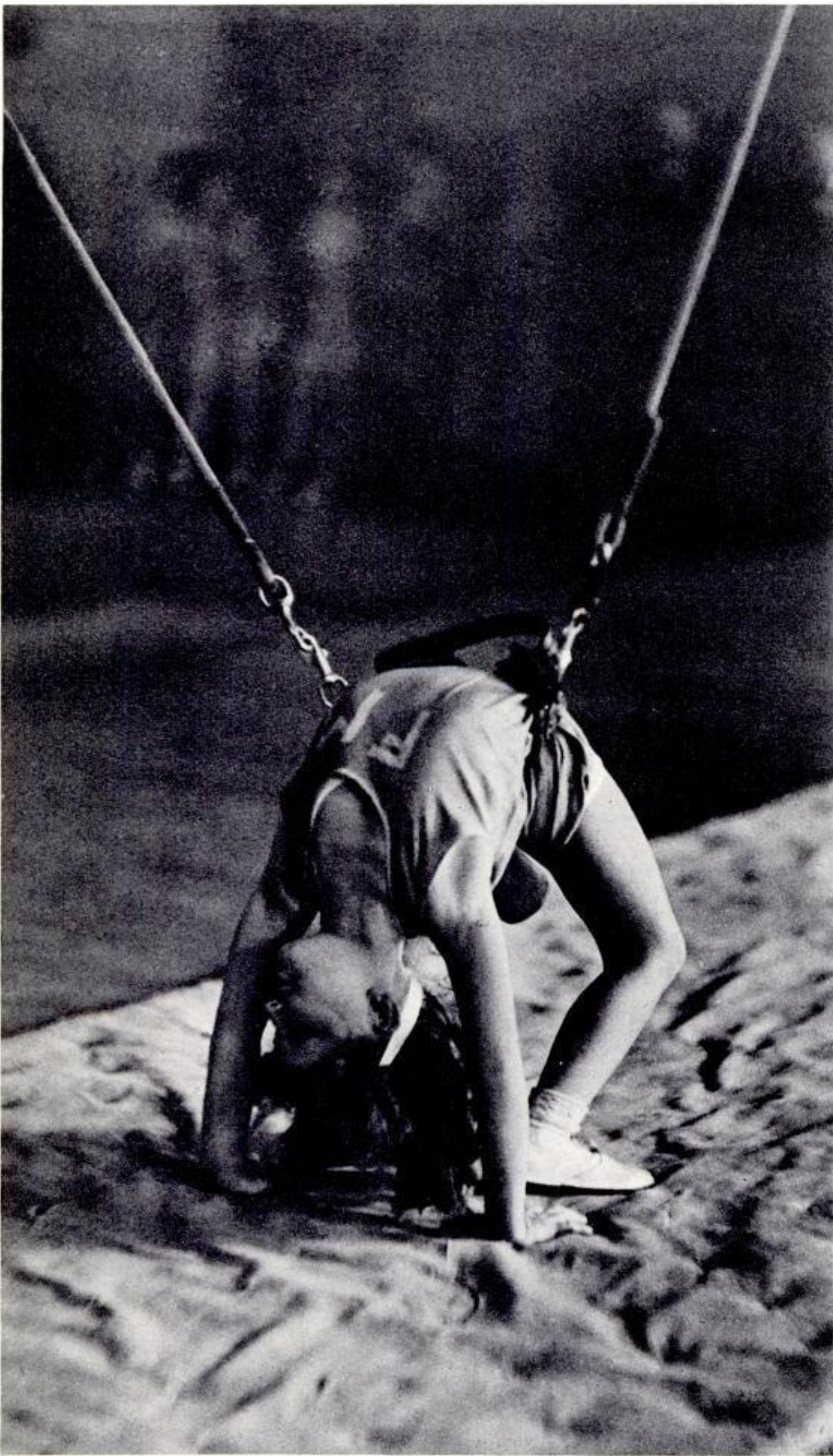
On location an extra dressed as an Indian refreshes himself with a swig of Coca Cola.



Chinese extras are residents of Los Angeles' Chinatown, who like to earn a few dollars.



At the Central Casting Office, extras patiently wait for interviews. None are cast on the spot. They must return to their homes and wait until they get a telephone call.



It is never too early to begin. The Shirley Temple craze has brought to Hollywood a swarm of precocious youngsters whose eager mothers put them through rigorous "training courses."



An extra's life revolves around her telephone. Commonly extras live in pairs so that one will always be at home to receive a call from the casting office. The sleeper on the right above is the same girl who is reading a famous sign in the casting office below.

**DO YOU UNDERSTAND FIGURES?**

Extras Registered with us:

Women	-	5,393
Men	-	5,517
Children	-	1,506
<b>Total</b>		<b>12,416</b>

This is more than **SIXTEEN TIMES** as many as we can use each working day

July 1935 Central Casting Corporation









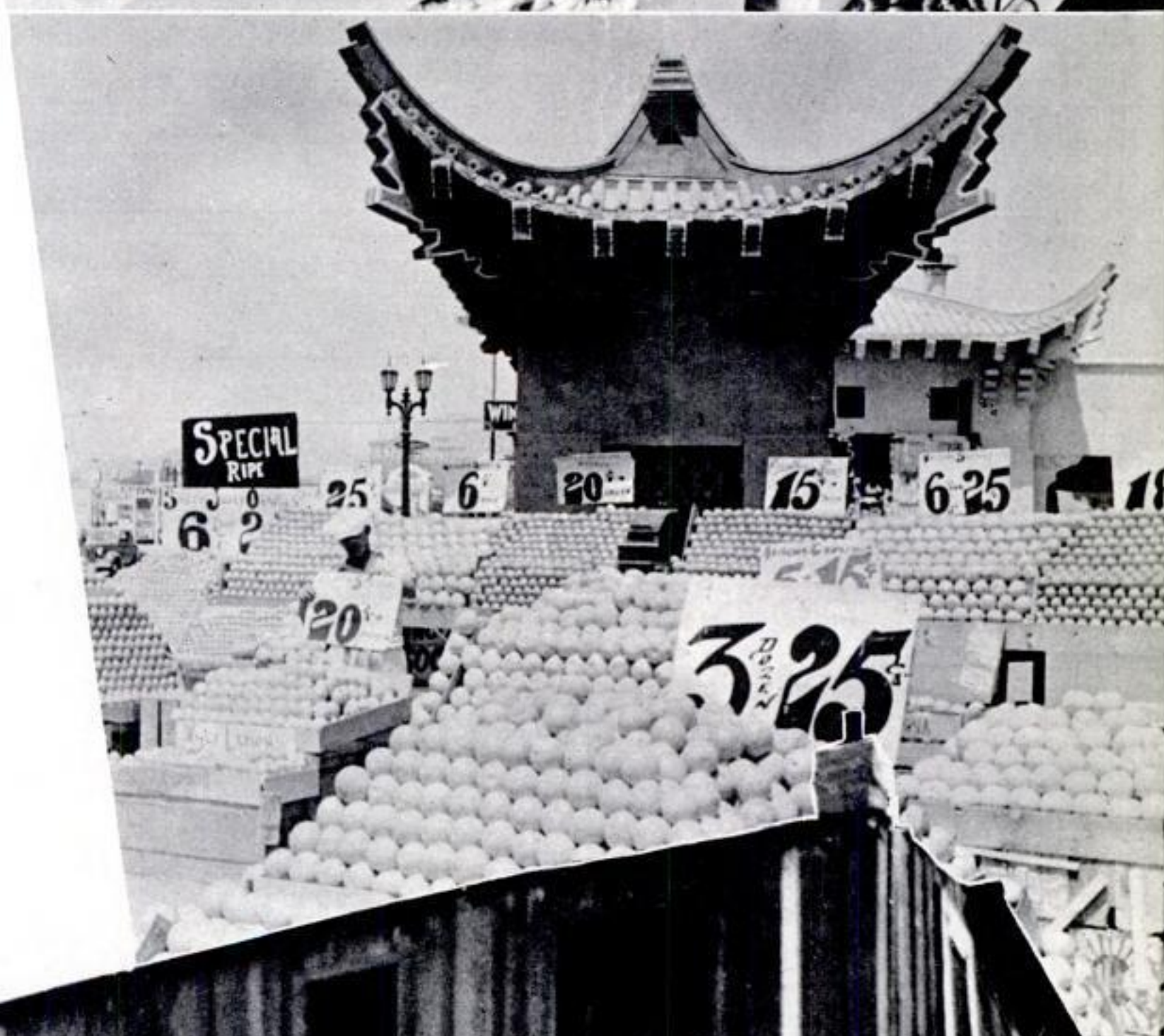
## A LITTLE WOMAN IS HOLLYWOOD'S QUEEN

(continued)

Hollywood is a land of ambitious dancing legs; of houses which front on swimming pools; of oil wells; of religious cults on wheels; of cabinets filled with curls; of Chinese pagodas where oranges cost less than a cent apiece; of shacks in a dump; of private detectives; of second-hand Rolls-Royces and of Madame Wanda, whom chiefly tourists consult. But of all the strange sights in Hollywood none is stranger than that of a golden-haired little girl of eight who is No. 1 in the Box Office Peerage.

Shirley Temple is a fitting symbol of Hollywood. She is young and Hollywood is a place where the very young are made very famous faster than any-

where else on earth. Shirley is a woman and Hollywood is dominated by women. Shirley has a pretty face and Hollywood is a melting pot of pretty faces. Their owners swarm the streets, dressed in slacks or shorts, trying their hardest to look like Katharine Hepburn or Ginger Rogers. So long as their eyes are fixed on stardom, their worries are the same two worries which Shirley is beginning to have: getting fat and getting old. Those whom stardom passes by, frequently settle down to marry and have children. Now they are producing a second generation of pulchritude which fills the high schools of Hollywood and Beverly Hills with uniformly pretty girls and uniformly handsome boys.



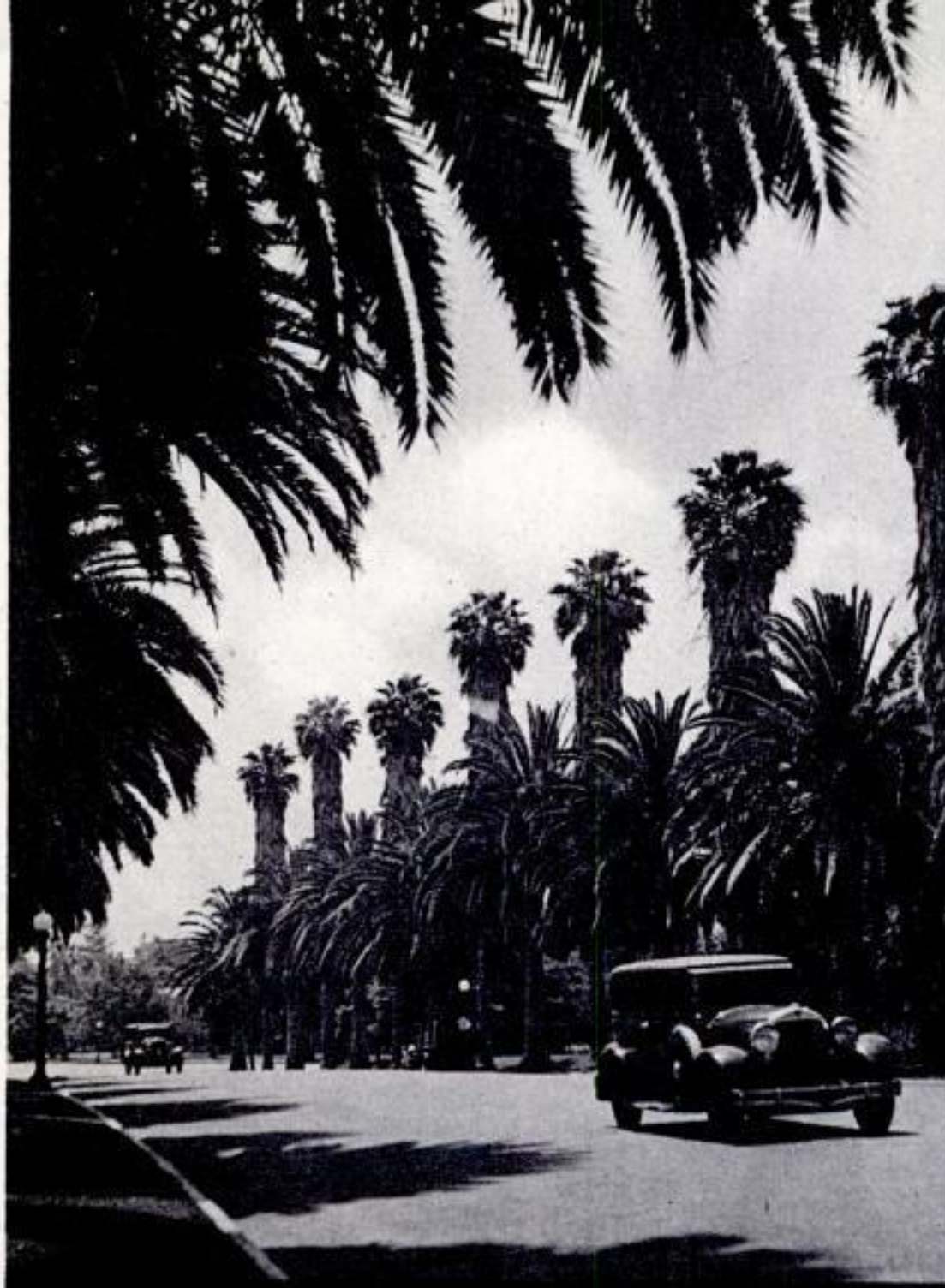




BEVERLY HILLS HIGH SCHOOL



# HOLLYWOOD STREET SCENES







## ROYALTY OF HOLLYWOOD

Photographs for LIFE by Munkácsi

Stars are the royalty of Hollywood, to be flattered, obeyed and aped. They are living embodiments of all that the rest of the struggling Hollywood heap aspires to be. Their modes of life, their amusements, costumes and whims are the law of the movie colony. Here are eight of them, with brief notes on how they came to be.

Charlie Chaplin used to be merely the best comedian in the movies. Now he is a shrine where the great of the world worship when they visit Hollywood. It is a fitting reward for a strange little man who spent his childhood in a London workhouse. Charlie is probably Hollywood's richest star. He makes movies at longer and longer intervals, dreams of playing Hamlet, Napoleon or even Christ. And meanwhile he likes to make faces for party guests.

Marlene Dietrich, who has just received \$450,000 for making a single picture in England, is probably the highest salaried woman in the world. She was born at Berlin, the daughter of a Prussian grenadier. Josef von Sternberg made her a star because of her beautiful legs and took her to Hollywood as a rival to Garbo. She has a plump, twelve-year-old daughter, lives apart from her husband and is usually seen with Douglas Fairbanks Jr.



Mae West reached Hollywood by way of an eventful stage career. Her father was a boxer and Mae was born in Brooklyn not later than 1900. She wrote her own plays, which were frequently closed by police, added new curves to the female figure, developed an astonishing mode of speech. When she arrived in Hollywood, after a term in jail, stars snubbed her. But she made a tidy fortune before the Legion of Decency put a crimp in her career.

When Norma Shearer was a debutante in Montreal in 1920 her father went bankrupt. For three years Norma scraped and pinched in New York before getting a call to Hollywood. In three years more she became a star and married Irving Thalberg, the late "Boy Genius" of the films. Now she is a widow with two children, a \$10,000,000 fortune left by her husband. Widely known as the First Lady of the Screen, she plans to continue her career in *Marie Antoinette*.

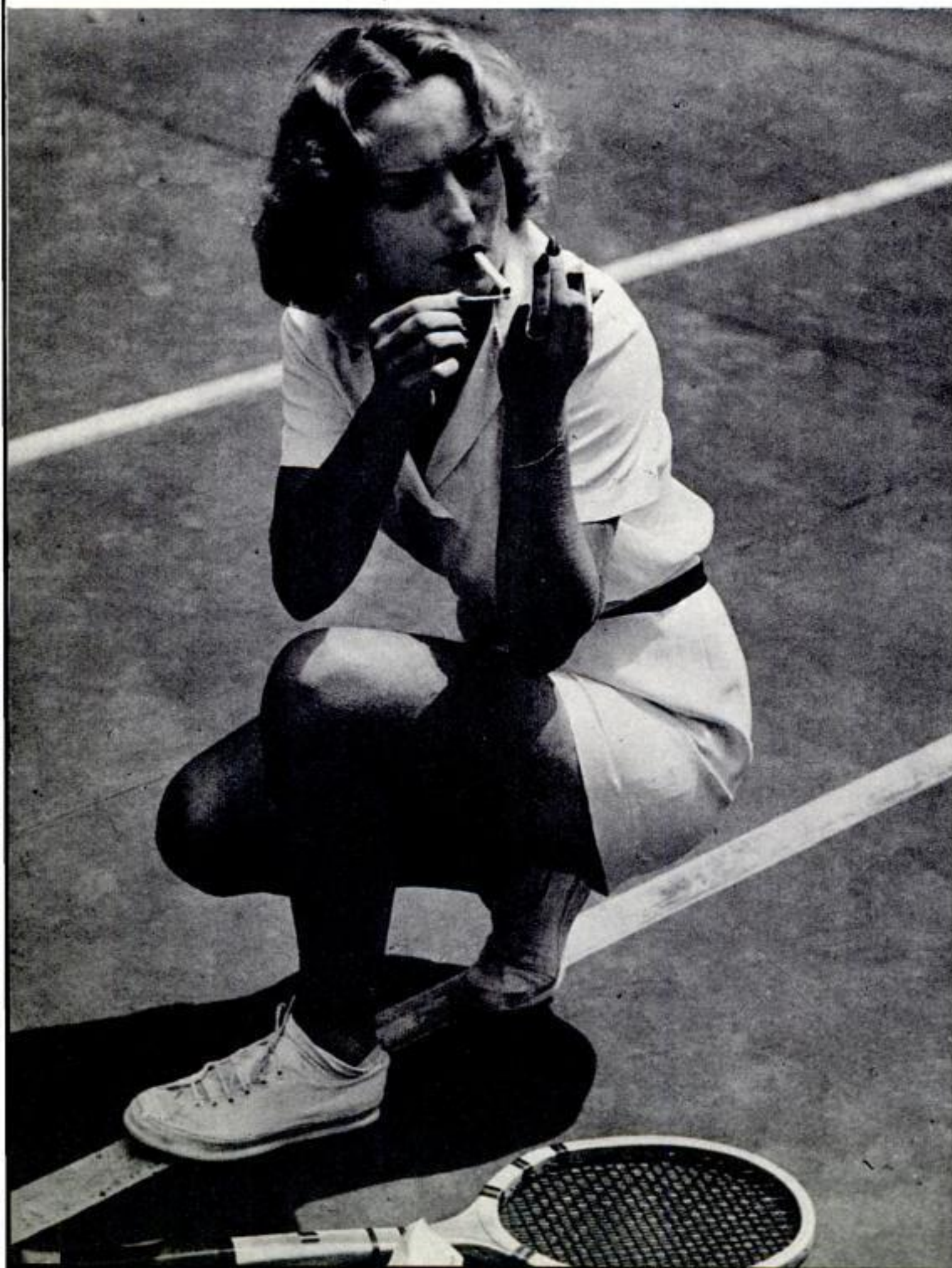






Gary Cooper is one of the few stars who attended college. He went to Grinnell in Iowa for two years before leaving to get his first movie job as an archer. In 1933 he married Veronica Balfe, a New York debutante. They spend his vacations at society resorts. The valuation put on Cooper's services since he made *Mr. Deeds Goes to Town* is indicated by the fact that Paramount is suing Samuel Goldwyn for \$5,000,000 for luring him away.

Carole Lombard got her start as a bathing beauty in Mack Sennett comedies, thence progressing to Westerns and only recently to sophisticated comedy roles. In 1931, after fighting continuously with William Powell during the making of a picture, she married him. The fighting continued and in 1933 they were divorced. The experts say that Carole will become the third Mrs. Clark Gable if the second Mrs. Gable decides to get a divorce.



Sylvia Sydney was born Sylvia Kosow in The Bronx in 1910. Her first try in Hollywood in 1928, after a successful stage career, was a flop. In 1930 she tried again and this time she clicked. She dislikes Hollywood and spends little time there when not working. For half a year in 1935-36 she was married to Manhattan Publisher Bennett Cerf. Now she is most often seen around Hollywood with her old friend Producer B. P. Schulberg.

Claudette Colbert, whose real name is Lily Chauchoin, was born in Paris in 1905, the daughter of a pastry shop proprietor. Most of her girlhood was spent in New York, where she went to an art school. In 1927 she married her first husband, Norman Foster, and presently entered the movies. Her current husband is Dr. Joel Pressman, the movie colony's leading throat specialist. Claudette lives quietly, reads a lot, keeps out of the gossip columns.







## MOVIE OF THE WEEK:

# *A Star Is Born*

**H**ollywood has usually been too close to Hollywood to present an authentic picture of itself. But Selznick International has just completed an excellent movie which has the full flavor of the Hollywood which you have seen on preceding pages. *A Star Is Born* is the story of a movie-struck North Dakota farm girl named Esther Victoria Blodgett

who goes to Hollywood, suffers many discouragements, then suddenly finds herself catapulted to stardom. *A Star Is Born* is filmed in Technicolor, but Selznick International has had the good sense to make the color merely an added attraction to a movie which would still be first-rate in black and white.

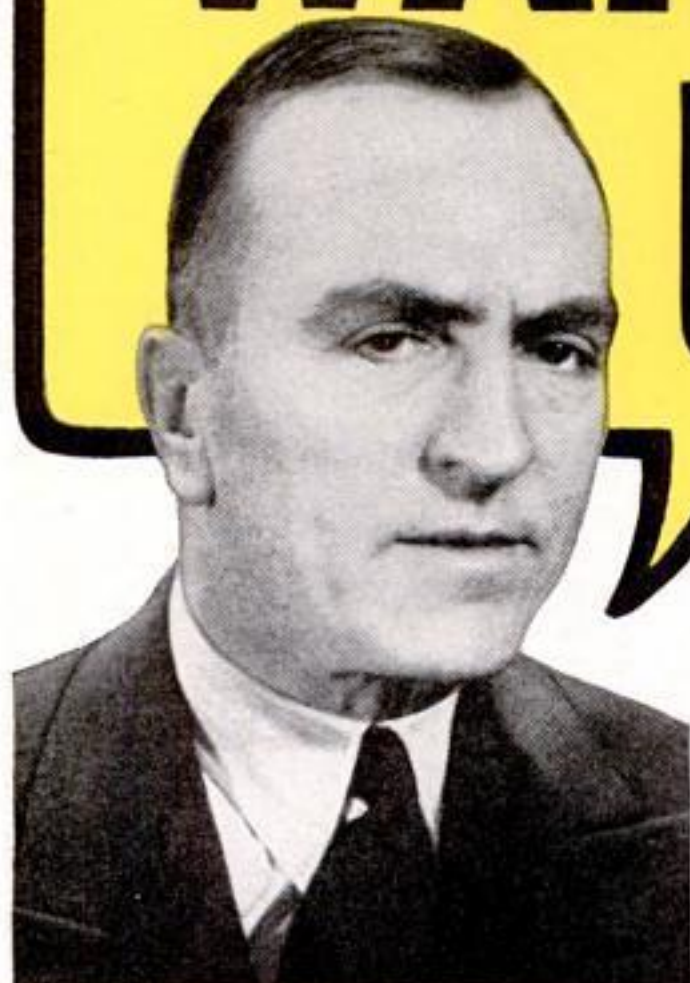
Janet Gaynor is Esther, with Fredric March as a

Great Lover whose career is ending as hers begins. Miss Gaynor, who looks well in Technicolor, gives a splendid performance which should confound her critics. The picture above shows her at one of the steps on her road to fame. Make-up men, redesigning her face, have tried several experimental eyebrow lines and have given her a "Joan Crawford mouth."

*(continued on page 41)*



# WAR DECLARED ON UNSAFE TIRES!



News From The Front By  
**EDDIE RICKENBACKER**  
Ace of War Aces

Everyone remembers Eddie Rickenbacker and his flying feats during the World War. An Ace, if there ever was one—with a record of 21 planes and 4 balloons to his credit, for which he was awarded the Congressional Medal—Distinguished Service Cross—Legion of Honor and the Croix de Guerre.



**W**AR is no stranger to me. From my "reserved seat" in the sky amid the thunder of anti-aircraft guns, the chatter of machine gun bullets from pursuit planes and the bursting of red hot shrapnel perilously close to the cockpit, I have seen our boys mowed down on shell-torn battle fields like blades of grass. Yes, I thought that in those hectic years of strife the loss of American life had reached an all-time high.

But I was wrong. Take a look at these peace-time figures. In 1936 nearly 38,000 American motorists were killed in accidents.

Imagine! In the past 15 years nearly 450,000 Americans have lost their lives in traffic accidents—far more than the total casualties in all of America's wars. A staggering figure. And, would you believe it, included in this appalling total of traffic tragedies are thousands of motorists who are killed or injured every year when blow-outs throw cars out of control—thousands upon thousands of car owners who do not seem to realize that one great factor in safe motoring is safe tires.

The B. F. Goodrich Company has taken an important step to halt the advance of this menace to motoring safety.

## Call To Arms

They have mobilized an army of 36,000 Goodrich dealers, whose main objective is to remove unsafe, tread-worn tires from the roads and replace them with new, safe full-treaded tires—with tires that provide motorists with the kind of protection they need against today's high-speed blow-outs.



**REMOVAL OF MILLIONS OF UNSAFE TREAD-WORN TIRES FROM AMERICAN HIGHWAYS IS OBJECTIVE OF BIG 1937 GOODRICH NATION-WIDE DEALER DRIVE**

I salute each and every Goodrich dealer because victory for them means safer driving for American motorists.

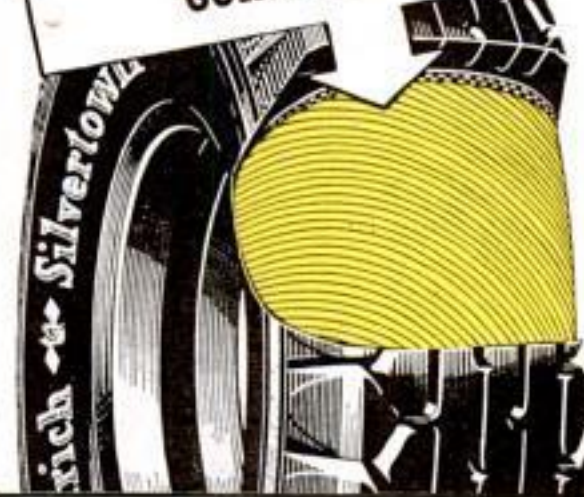
EDDIE RICKENBACKER

Thank you, Eddie Rickenbacker. Now here, in a nutshell is the Goodrich side of the story.

To protect American motorists against these dangerous high-speed blow-outs, every new Goodrich Silvertown Tire is built with the Life-Saver Golden Ply. This is a layer of special rubber and full-floating cords, scientifically treated to resist the terrific blow-out-causing heat generated *inside* all tires by today's high speeds. By resisting this heat, the Golden Ply, found *only* in Silvertowns, keeps rubber and fabric from separating. It keeps heat blisters from forming. And when you prevent the blister, you prevent the unseen cause of high-speed blow-outs.

Keep your family and yourself off the 1937 casualty list. Join the "safety first" army by riding on Goodrich Silvertowns. Remember, you pay no price premium for these Life-Saving, super-quality tires. For safety *tomorrow*, see your Goodrich dealer about a set of Golden Ply Silvertowns *today*.

**HEAT CAUSES BLOW-OUTS.  
PREVENT THOSE  
BLOW-OUTS WITH THIS  
HEAT-RESISTING  
GOLDEN PLY**



**FREE!** Show the nation where you stand. Join the Silvertown Safety League at any Goodrich dealer's and he will get you—*absolutely free*—a brilliant steel emblem with a red crystal reflector to protect you if your tail-light fails.



*Enlist Today*

# Goodrich SAFETY Silvertown

With Life-Saver Golden Ply Blow-Out Protection





## "Does Jock also Dream?"

**H**OW important it is to answer every question that bothers the searching minds of our children—to have them believe—to win and hold their confidence—so that they may be guided and guarded against the hazards of life.

Today we know that one of the most harmful, most prevalent diseases of mankind—one of the hazards that stands in the way of every child—is tooth decay.

A Government report on the examination of more than a million children in schools, indicates an average of two infected teeth per child.

As age advances, conditions grow worse. Impairment of appearance—even actual loss of teeth—is only a minor result of dental infection. Unchecked, it can retard physical and mental development—contribute to serious ill-

ness of vital organs—even shorten life.

Because of these facts, the House of Squibb has developed Squibb Dental Cream and Squibb Tooth Powder to provide a more effective home aid in the fight against dental infection.

### *Most Tooth Decay*

#### *Can be PREVENTED*

Today we offer a simple plan by which most tooth decay can be prevented, and urge you to follow it.

Squibb dentifrices contain an antacid that neutralizes the bacterial acids that cause decay, wherever it comes in contact with them. You will like the refreshing cleanness of the mouth and brilliant luster of the teeth that result from their use.

### *Follow THE SQUIBB PLAN*

1. Brush your teeth thoroughly at least twice a day, using a dentifrice that is efficient and safe: one prepared by a reliable maker.
2. Check with your dentist regularly to be sure that your home treatment is effective, that your diet is correct, and that you have the benefit of adequate professional service.

*For more than three-quarters of a century, millions of careful families have depended on the name of Squibb. Specify—*

**SQUIBB TOOTH POWDER**—it has all the scientific advantages of Squibb Dental Cream... for those who prefer powder.

**SQUIBB MINERAL OIL**—a safe, tasteless internal regulator.

**SQUIBB ASPIRIN**—pure and promptly effective.

**SQUIBB COD LIVER OIL**—exceptionally rich in Vitamins A and D... a true economy.

**SQUIBB MILK OF MAGNESIA**—free from any suggestion of earthy taste... another sign of purity.

**SQUIBB SODIUM BICARBONATE**—refined to an unusual degree of purity.

# SQUIBB DENTAL CREAM

THE PRICELESS INGREDIENT OF EVERY PRODUCT IS THE HONOR AND INTEGRITY OF ITS MAKER





Handsome young Director William Wellman perches beside one of Hollywood's great hooded Technicolor cameras.

## IN A STAR IS BORN JANET GAYNOR IS A STAR REBORN

(continued)

The story of Esther Blodgett in *A Star Is Born* is, with minor variations, the story of a score of Hollywood stars. No variation is more impressive than that of Janet Gaynor herself. The daughter of a paper hanger who had failed on the stage, she was born 30 years ago in Philadelphia, christened Laura Gainor. After high school, she got a job in a movie theatre and there dreamed of being a star. Arriving in Hollywood in 1924, she gradually found a small berth in the films. Then, in 1927, she was cast opposite Charles Farrell in *Seventh Heaven*. The lightning of public favor struck and Gaynor and Farrell became the greatest romantic team of the day. For seven years, Janet Gaynor was one of the top-ranking box-office favorites. That is a remarkable record in Hollywood, second only to that of Mary Pickford's. It was no surprise to anyone when, in 1936, she finally dropped to 24th place. Twentieth Century-Fox told her bluntly that she could not expect continued stardom, demoted her to the status of a featured player. Miss Gaynor pluckily refused a new contract and went over to Selznick International. At one point in *A Star Is Born*, the producer who gives her a contract is made to say: "Miss Blodgett, my whole organization thinks I've gone a little nuts to sign you. You see, all the experts seem to think that your type is a little mild for present-day taste." This is really the voice of Producer David O. Selznick crowing over his rival, Mr. Darryl Zanuck of Twentieth Century-Fox. For Mr. Selznick is willing to bet, and with good reason, that *A Star Is Born* will re-establish Miss Gaynor as a first-rank star.



Producer David Oliver Selznick plays tennis at the West Side Tennis Club, favorite resort of Hollywood stars.



At 18 months, Janet Gaynor was a chubby little girl who lived with her parents in a suburb of Philadelphia.



At 5½ years Janet had her first fit of self-consciousness before the camera. Reason: she had just lost a tooth.



At 12, Janet Gaynor looked very much as she does today. A schoolgirl in Chicago, she loved acting in children's plays.



At 20, Janet played the memorable role of Diane in *Seventh Heaven*, and became the screen queen of the day.



At 30, Janet Gaynor is again a first-rank star and still able to play convincingly the role of a girl in her teens.





"Half the fun  
the way it

95 H. P. SIX

*"The Car that has Everything"*

95 h. p. SIX with 117-inch wheelbase . . . 110 h. p. EIGHT with 124-inch wheelbase  
Unisteel Turret Top Bodies by Fisher . . . Knee-Action Wheels . . . Triple Sealed Super-  
Hydraulic Brakes . . . Center-Control Steering . . . Dual Ride Stabilizers . . . Unobstructed Floors  
Big, Low-Pressure Tires . . . Scientific Sound Proofing . . . And Many Other Fine-Car Features.

Check Oldsmobile's low delivered prices. Compare them with those of other cars. You will find that Oldsmobile is priced but a little above the lowest. If your present car is of average value, it will probably cover, or more than cover, the down payment. The remainder can be arranged in payments to suit your purse under the convenient General Motors Instalment Plan.

*Oldsmobile*



# of driving it is saves us money!"

IT'S great to own a car that's smart and dashing and different . . . grand to drive a car that steps out ahead and stays there! But that's only *part* of the fun of driving an Oldsmobile. The real satisfaction comes when you check your motoring costs and find that Oldsmobile ownership actually saves you money. Because of quality engineering and precision workmanship, you'll find that Oldsmobile operating and upkeep costs are right down with the lowest. And with all that Oldsmobile offers in distinctive Style-Leader styling . . . and its complete quota of modern, fine-car features . . . *it is priced within reach of 9 out of 10 buyers today!* So it is that you enjoy Oldsmobile style and snap and action at costs well below those of cars offering far less in distinction and performance. It's more fun to drive a car that's not like a million others . . . more satisfying to drive "the car that has everything". . . and all the more so when you know you're saving money every mile. That's the *real* thrill of owning an Oldsmobile.



110 H. P. EIGHT



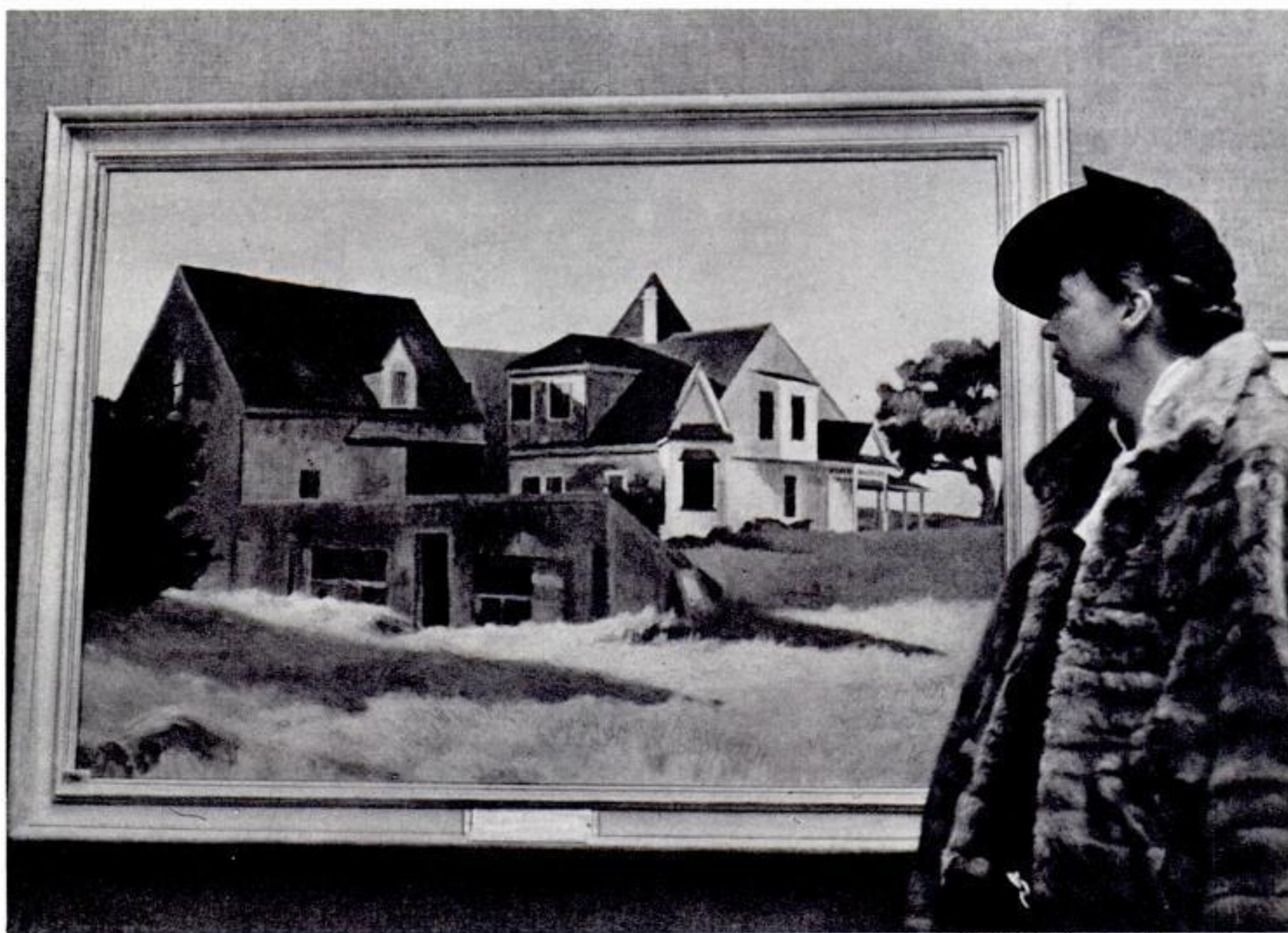


## EDWARD HOPPER'S CAPE COD WINS A \$2,000 PRIZE

In his patient way, Edward Hopper took all of last summer painting *Cape Cod Afternoon*, the painting shown below. He sent it to the Corcoran Gallery of Art in Washington last March to hang with 460 other contemporary American paintings. To no one's surprise, *Cape Cod Afternoon* won the Corcoran's best award—the W. A. Clark prize of \$2,000, largest cash prize award an American painter can win today. It was no surprise because Hopper, five of whose paintings are shown in color on the following pages, is accepted as one of America's best living painters. The \$2,000 prize was a welcome bonus for the Hopper purse. Famous as he is, he is by no means wealthy. He paints slowly, gets between \$1,500 and \$3,000 a painting. Even after a dozen years of painting success he probably does not come close to making \$10,000 a year. Unless Hopper's fame degenerates, it seems likely that single canvases of his will be worth more than he now gets for half a dozen. Museums in New York, Chicago, Cleveland, Philadelphia and Indianapolis boast original Hoppers. Many of them traveled recently to Pittsburgh for one of the Carnegie Institute's infrequent one-man shows, which has just closed.

Edward Hopper is 55, quiet, unassuming and very tall. His small wife is proud of his height, always volunteers the precise information that he is 6 ft., 4½ in. tall. Hopper was born in Nyack, N.Y. His ancestry is north European, mostly Dutch and English with stray strains of Danish and Welsh. Hopper lives in a big studio-and-small-bedroom apartment on Washington Square in Manhattan. He is childless. Mrs. "Jo" Hopper is a small, kittenish lady who takes very close care of her slow-working husband, continually fusses over him and makes scrupulous point of keeping herself and her own painting well in the background. She is the model for most of the women in his paintings.

Hopper's prize winner at the biennial Corcoran show in Washington was *Cape Cod Afternoon*, shown at right with an admirer. Critics noted that the painting was typically excellent and sound Hopper, "characteristic of his vigorous and intensely realistic presentation of American scenes." The indefatigable Mrs. Roosevelt was at the show's opening. She declared outright that she didn't "pretend to know anything about art," liked most of the paintings in the show except a surrealist waterfront ("I wish I could see something in it but I can't"), and announced her pleasing discovery that she could really see the Hopper better when she walked off a little distance to view it.







THIS OBJECTIVE TABLES FOR LADIES IS OWNED BY THE METROPOLITAN MUSEUM OF ART IN NEW YORK

## *Hopper is a Realist*

For ten years, between 1914 and 1924, Edward Hopper of New York City was a deeply disappointed painter. In that decade he scarcely put oil to canvas. During the previous 15 years, he had been patiently learning to paint in New York and Paris only to discover that practically no one liked his work. Discouraged, Hopper buried himself in commercial illustration, took up etching and here found first recognition. In 1924, the Rehn Gallery in Manhattan hung a one-man show of his water colors. So heartening was the critics' reception that Hopper picked up his oil paints again and within three short years was acknowledged an outstanding American realist. Like Painter Charles Burchfield (LIFE, Dec. 28), Hopper is interested only in things American. Again like Burchfield, his canvases are lonely, never crowded with people. But Hopper is less sombre

than Burchfield. His most distinctive and expressive quality is a singular light, white and sometimes almost cold, which gives a luminous effect of coming from within the canvas—as in the lighthouse on the next page. Sometimes his light grows harsh and the loneliness in his painting grows almost morbid—as in *Hotel Room* (turn page) where Hopper purposely tried to catch the coldness and indifference of a hotel room. Hopper is less sure in his treatment of human beings than he is of inanimate things like houses. His houses, paradoxically, have more life than his people. His paintings are plain and sparse, bare of cluttering detail. Technique never obtrudes into them although Hopper is a careful and painstaking craftsman. He once described his work as an attempt "to force this unwilling medium of paint and canvas into a record of [his] emotions."





*LIGHT HOUSE AT TWO LIGHTS* IS A GREAT PUBLIC FAVORITE, ALWAYS IN DEMAND FOR EXHIBITIONS. THE SCENE IS AT CAPE ELIZABETH, MAINE



*THE SHERIDAN THEATRE* IS HOPPER'S LATEST FINISHED PAINTING. THE SUBJECT IS A GREENWICH VILLAGE MOVIE HOUSE





THE MODEL IN *HOTEL ROOM* (ABOVE) WAS MRS. HOPPER

TO HIS *HOUSE BY THE RAILROAD* (BELOW), HOPPER LENDS AN AIR OF FADED GLORY





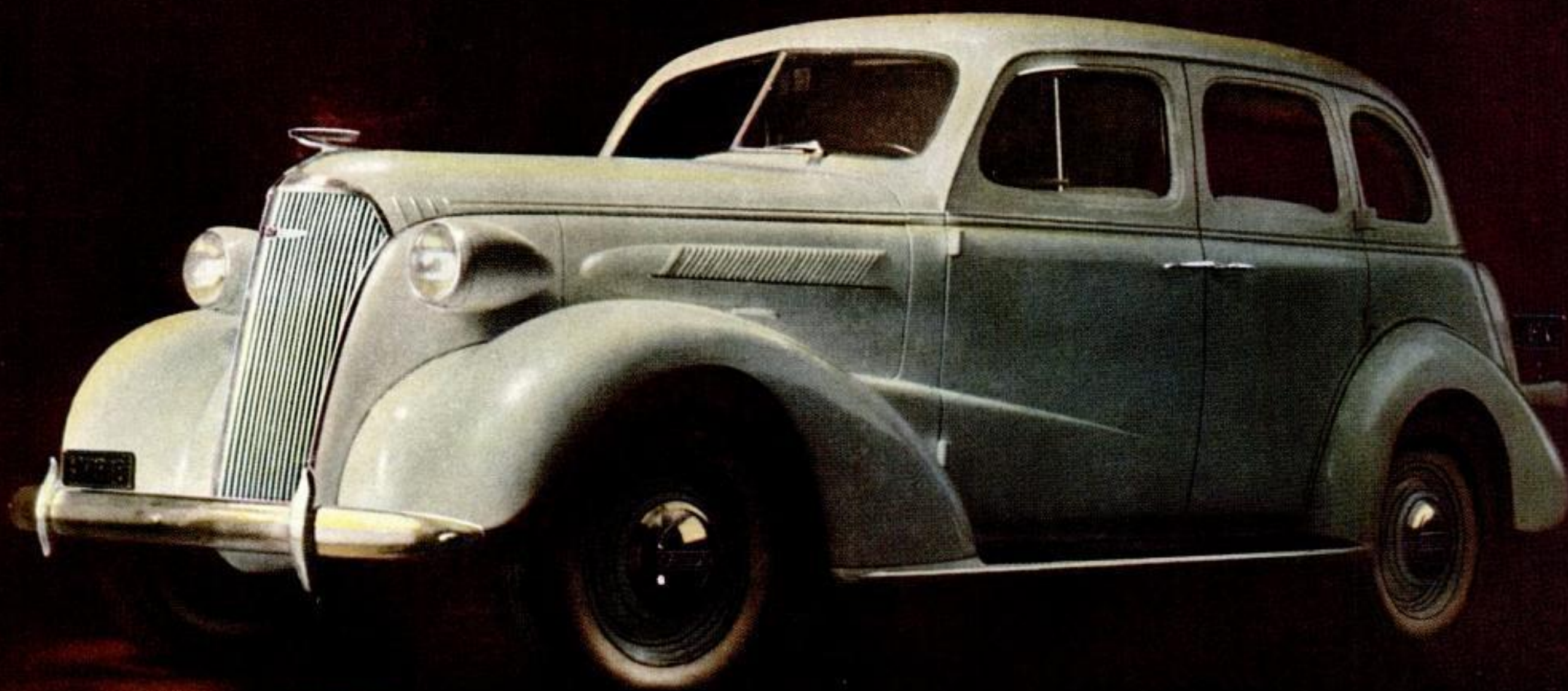
# Fulfilling Your Desire For *Quality*

The surpassing beauty of the new 1937 Chevrolet is but the pleasing reflection of surpassing quality which goes all the way through. In materials, in precision manufacture, in features of safety and comfort and convenience, this car provides a measure of goodness equaled only in expensive automobiles. It fulfills your desire for quality... *and — it's the only complete car — priced so low!*

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation, Detroit, Michigan



# CHEVROLET



THE ONLY COMPLETE CAR — PRICED SO LOW



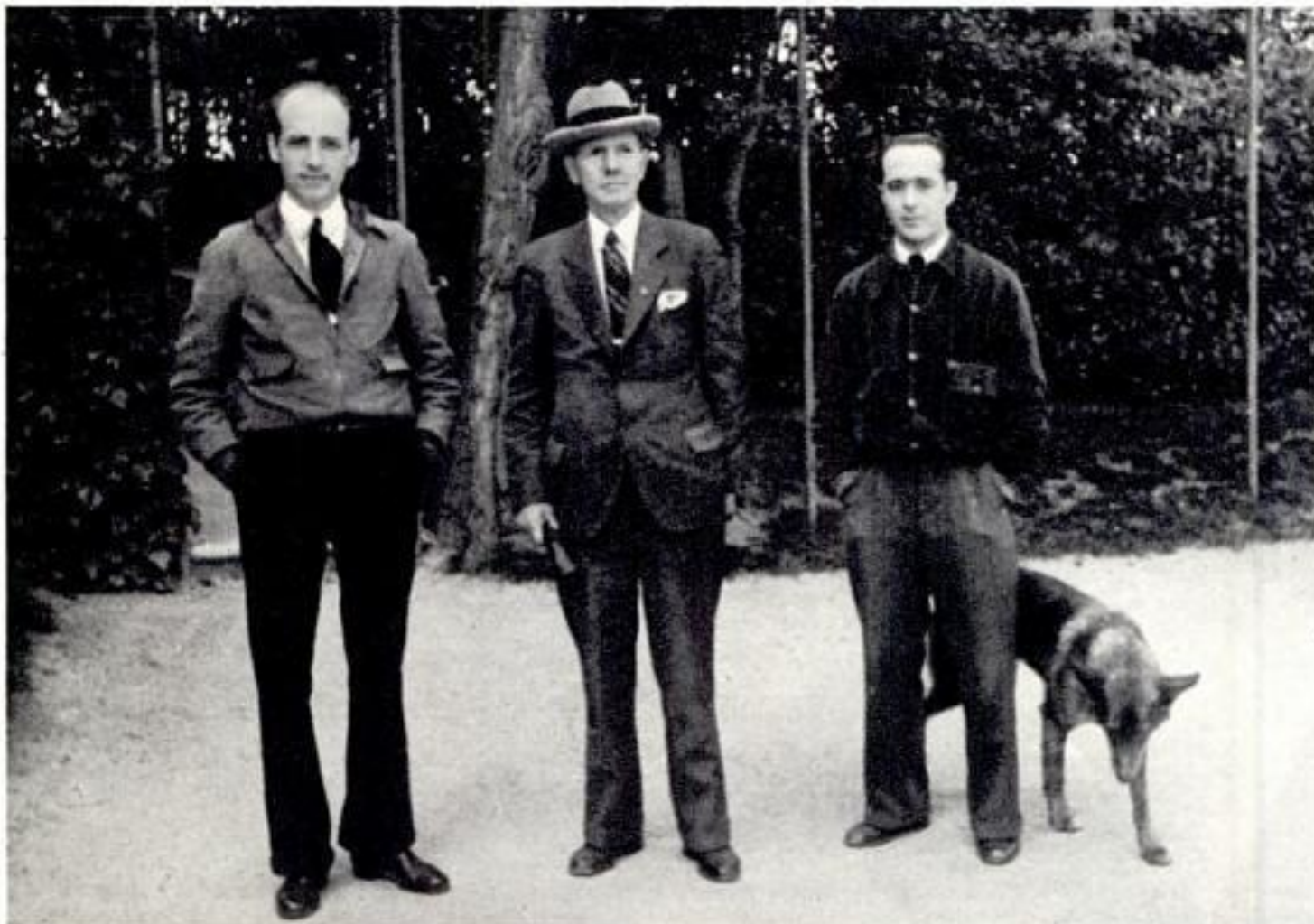
## CAPTAIN CANNADAY KEEPS THE PEACE IN THE U. S. EMBASSY IN MADRID

**A** fortress of Order and Privilege in semianarchic Madrid is the U. S. Embassy. Yet the U. S. Government abandoned its Madrid Embassy last Nov. 26 and threw some 30 U. S. Citizens, mostly newspapermen, Filipinos and children of Spaniards, on their own. The man who took over, in the name of American Rugged Individualism, old style, was Captain Frank Cannaday, oldtime gold prospector, Spanish-American War veteran, a tall, gloomy, conscientious Virginian.

He owns a chicken farm outside Madrid. When the Anarchists threatened to confiscate it, he announced that they would get it over his dead body. This was convincing. When the Embassy refugees elected him chairman of the House Committee, he obliged a Spanish friend by giving his eight cows sanctuary in the Embassy. Thus he had fresh eggs and milk, the surplus going to Madrid hospitals. He bribed Madrid officialdom with 90 skins of olive oil he had picked up cheap from a Spaniard afraid of confiscation. He kept the war out of the Embassy. But his thin bluff was almost called when the Government announced one afternoon that that night the guards who had been on duty since the beginning of the war would be changed. That meant that his cows, eggs and olive oil would be confiscated and that the over-friendly old guards might be shot. In six hours, without authority but with olive oil, he got the order countermanded. He and his refugees are still holding the U. S. Embassy.



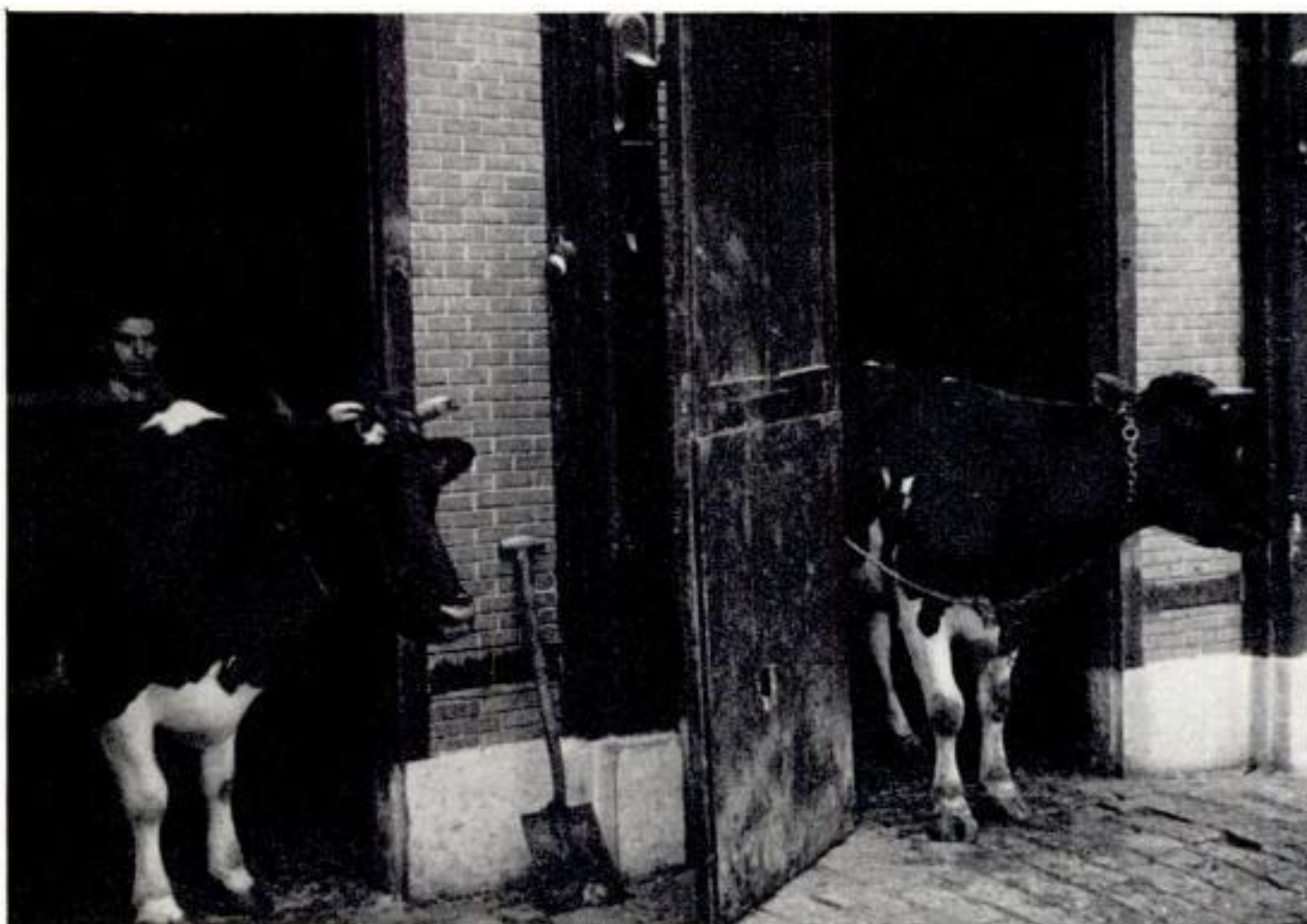
CHILDREN PLAYING IN THE EMBASSY GARDENS CAN HEAR THE GUNS



CAPTAIN CANNADAY (CENTRE) WITH THE LEGAL SPANISH CUSTODIANS



THE ENTRANCE IS GUARDED BY FRIENDLY, FAMILIAR GUARDS



TWO OF CANNADAY'S TOTAL OF 13 EMBASSY COWS AND BULLS



CANNADAY (SECOND FROM LEFT) & FLOCK IN THE EMBASSY BASEMENT





## LOST JOHN, THE GYPSUM HUNTER, IS PULLED FROM UNDER A ROCK IN MAMMOTH CAVE



A six-ton slab of limestone, dislodged by a careless nudge of Lost John's left foot, fell squarely on his squat body.

A squat Indian packed up a lunch of hickory nuts, gathered a bunch of dry reeds, took up his stone chipping tool and plunged into the Mammoth Cave in Kentucky. This was eight or ten centuries ago. The Indian was in search of gypsum from which he made white paint to decorate himself. By the light of his reed torch, he found a deposit of gypsum on a ledge, two miles from the entrance. He ate lunch, then began chipping away at gypsum. A casual move of his cramped left leg dislodged a huge rock which hung over the ledge. It fell and crushed life out of him. For the American Museum of Natural History's magazine, *Natural History*, Alonzo W. Pond, former National Park Service archaeologist, recently told how he reclaimed the well-preserved mummy of the Indian (*shown at top*), whom he named Lost John. From position of the body and tools beside it, Mr. Pond reconstructed the story of the sad end of Lost John, the gypsum hunter.



John's open mouth is probable testimony to a last scream he sent echoing into the cave as the rock crushed him.



To raise the rock, archaeologists erected a tall timber tower, tied steel bands around the rock, lifted carefully.



Under the rock, lay Lost John's body, face down. Cave dryness and settling dust preserved the skin and skeleton.



# ANY TIME IS PEPPERELL TIME *for Baby*

EVERY DAY and *all day*, Baby Pepperell Crib Blankets make life easier for Mother and happier for Baby. A complete Pepperell Blanket wardrobe is a "must" for every household that boasts a baby. Soft, snuggly and fluffy . . . of purest cotton, each blanket is made to serve a specific purpose in the daily routine. From the morning bath to bedtime, there's the right Baby Pepperell Blanket, in delicate colors and gay, amusing patterns. A complete selection of styles for YOUR baby's blanket wardrobe may be seen in the best baby shops throughout the country. They fit every need and every thrifty purse. Pepperell is the largest manufacturer of crib blankets in the world. Pepperell Manufacturing Company, 160 State Street, Boston, Massachusetts.



BABY PEPPERELL CRIB BLANKETS ILLUSTRATED BELOW RETAIL FROM 39c TO \$1.79

SEASHORE

SCOTTIE

SNUG KITTIES

SNOW BEARS

BOBKIN

CHECKERBOARD BUNNY



LOOK FOR THE PEPPERELL LABEL on Sheets, Wash Fabrics, Blankets, Men's and Boys' Shirts, Shorts and Pajamas, Wash Dresses, Raincoats, Work Clothing, Rayons, Women's Slips, Aprons—on almost any kind of cotton goods.



# ★★★ HENNESSY COGNAC BRANDY



**F**or generations, Three-Star Hennessy has been the guest of honor wherever good friends gathered. For this incomparable liqueur has an appeal all its own . . . an appeal that never lessens because Three-Star Hennessy itself never varies.

Only by maintaining enormous stocks of naturally-matured brandies . . . patiently built up for a century and three-quarters . . . is it possible to insure that amazing uniformity for which Three-Star Hennessy is famous, and to supply the world-wide demand that has resulted from its inimitable flavour, bouquet and "clean" taste.

Distilled and bottled at Cognac, France  
JAS HENNESSY & CO. Established 1765

SOLE AGENTS FOR THE UNITED STATES:  
Schieffelin & Co., NEW YORK CITY • IMPORTERS SINCE 1794



84 PROOF  
★ QUALITY  
★ BOUQUET  
★ CLEAN TASTE

## BIRD BITES DOG IN EGYPTIAN GARDEN

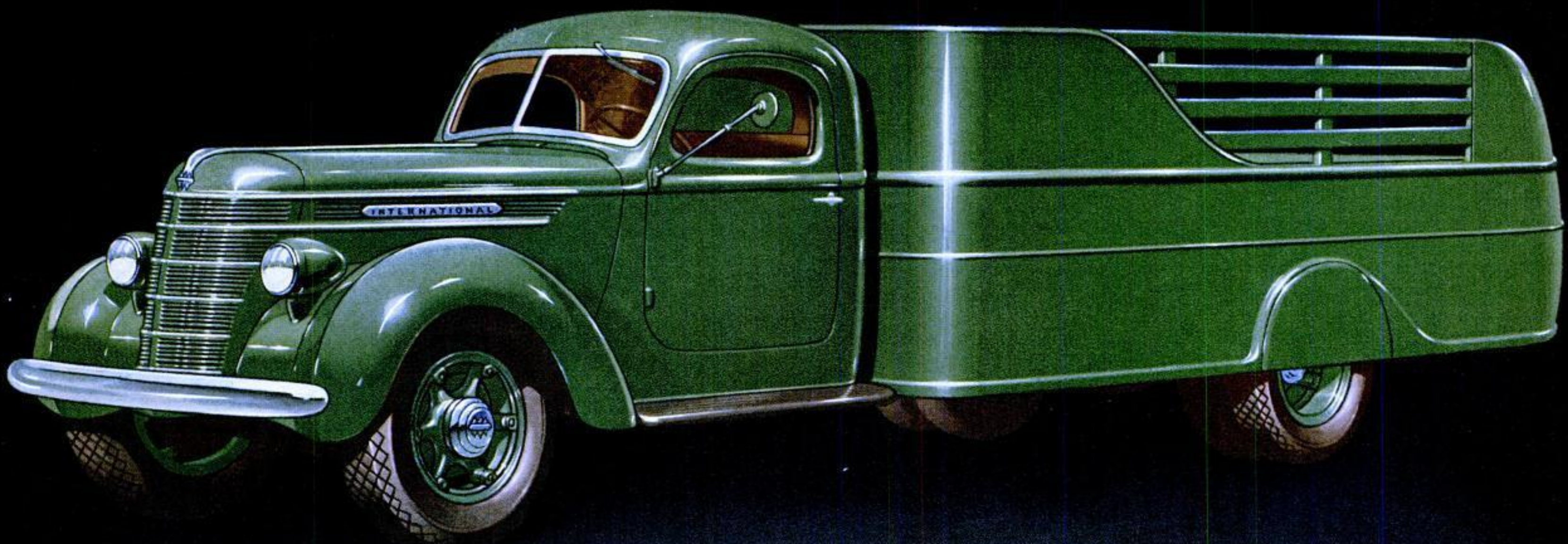


**T**his is the story of an Egyptian flamingo and a German dachshund. Effendi the flamingo lorded it over one of Alexandria's great garden estates. One day the owner brought a strange new pet. His name was Oscar, he was squat and cocky and he yapped at Effendi's heels. For a week the bird ignored him. Then, one bright Egyptian morning, he turned on the dog, tattooed him with his beak and chased him yowling down the road.





# THE *New* INTERNATIONALS



Illustrated: 1½-ton Model D-30 with special panel-stake body.

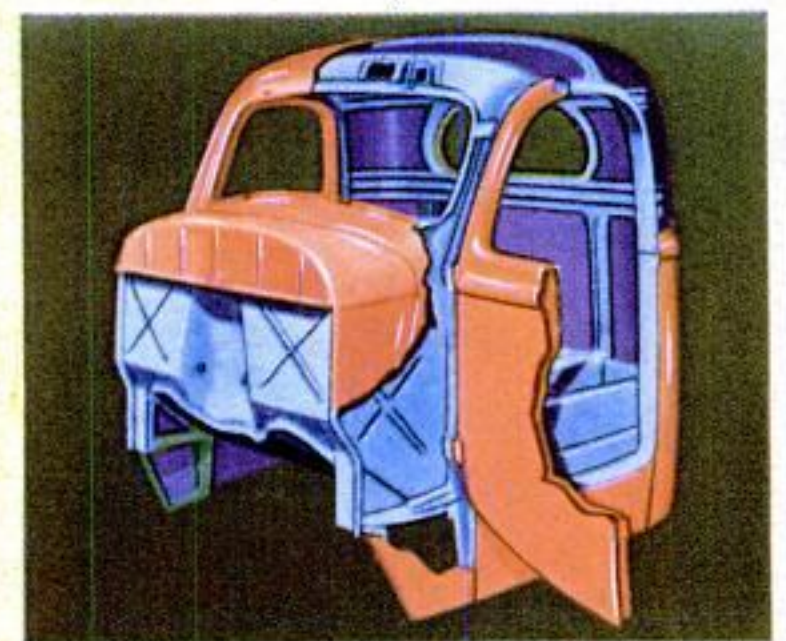
**S**TYLE has the spotlight these days in the new International Trucks. Streamlined style may be *everything* the public sees when your trucks are on the road, but in your own mind the many improvements built into these trucks are even more important. Improvements *designed* into them from the drawing board up, from the laboratory out. Qualities that will show on the job during the truck's long life, *and be even more evident on the books of your business.*

Style in a truck—important as it is today—is only one side of the story. Clothes may make the man, but streamlines alone cannot make the working truck. In the new Internationals they

dress up the underlying stamina, the values and the character beneath the surface.

You can accept these beautiful trucks—a *completely new* line, ranging in sizes from Half-Ton to powerful Six-Wheelers—either on faith, based on International Harvester's 30-year success with trucks, or on a careful study of their modern engineering. Or on *both*. Examine these trucks, at any International branch or dealer showroom. Ask for catalogs covering models you require, describing the construction that makes these trucks every bit as good as they look.

**INTERNATIONAL HARVESTER COMPANY**  
606 S. Michigan Ave. (INCORPORATED) Chicago, Illinois



Section of the **ALL-STEEL** cab—in **ALL** the new Internationals! The one-piece top, the sides, the back and cowl panels are welded into the complete cab frame. The one-piece heavy-gauge sill is an exclusive International feature. Rubber mountings stand guard wherever cushioning is needed.

# INTERNATIONAL TRUCKS





# A Fine Product Presents its Credentials

NATURE works in two moods. She creates the ordinary in huge amounts. She creates the extraordinary in niggardly quantity.

All over the earth she has hidden dark and mysterious pools of crude oil. Many are tremendous hoards of ordinary commercial petroleum. Others represent the better grades. But here . . . in Bradford, Pennsylvania . . . Nature has outdone herself. She has created a crude of such regal character that it is unmatched anywhere.

Bradford crude is the costliest crude in the world. Its price is a matter of public record published daily in newspaper quotations. Bradford crude commands the highest price, not for sentimental reasons but for its rare practical values. Its sinewy toughness. Its extraordinary suppleness. Its amazing resistance to heat.

And every drop of Veedol Motor Oil is refined from Bradford-Pennsylvania crude.

During the past few years, engineering developments in your motor car have made an oil of Veedol's quality and character more essential than it ever was before. Motor parts are smaller. Precision fitted. Operate at greater speed. Generate greater heat. Today's motor is a thoroughbred, high-strung mechanism.

The *least* its owner can do for it is to provide lubrication in keeping with its needs. The *most* its owner can do for it, so far as lubrication goes, is to change to Veedol.

Change to Veedol, knowing that anyone who can afford a car can afford Veedol lubrication. Change to Veedol, knowing that Tide Water Associated guarantees *supreme* quality. Supreme quality and *authoritative* quality. Authoritative, because Tide Water has been refining Bradford crude for more than half a century and today creates Veedol in the largest refinery of Pennsylvania crude in the world.

Veedol is made by men whose patiently earned knowledge has taught them how to create the Aristocrat of Motor Oils. Change to Veedol!

## VEEDOL

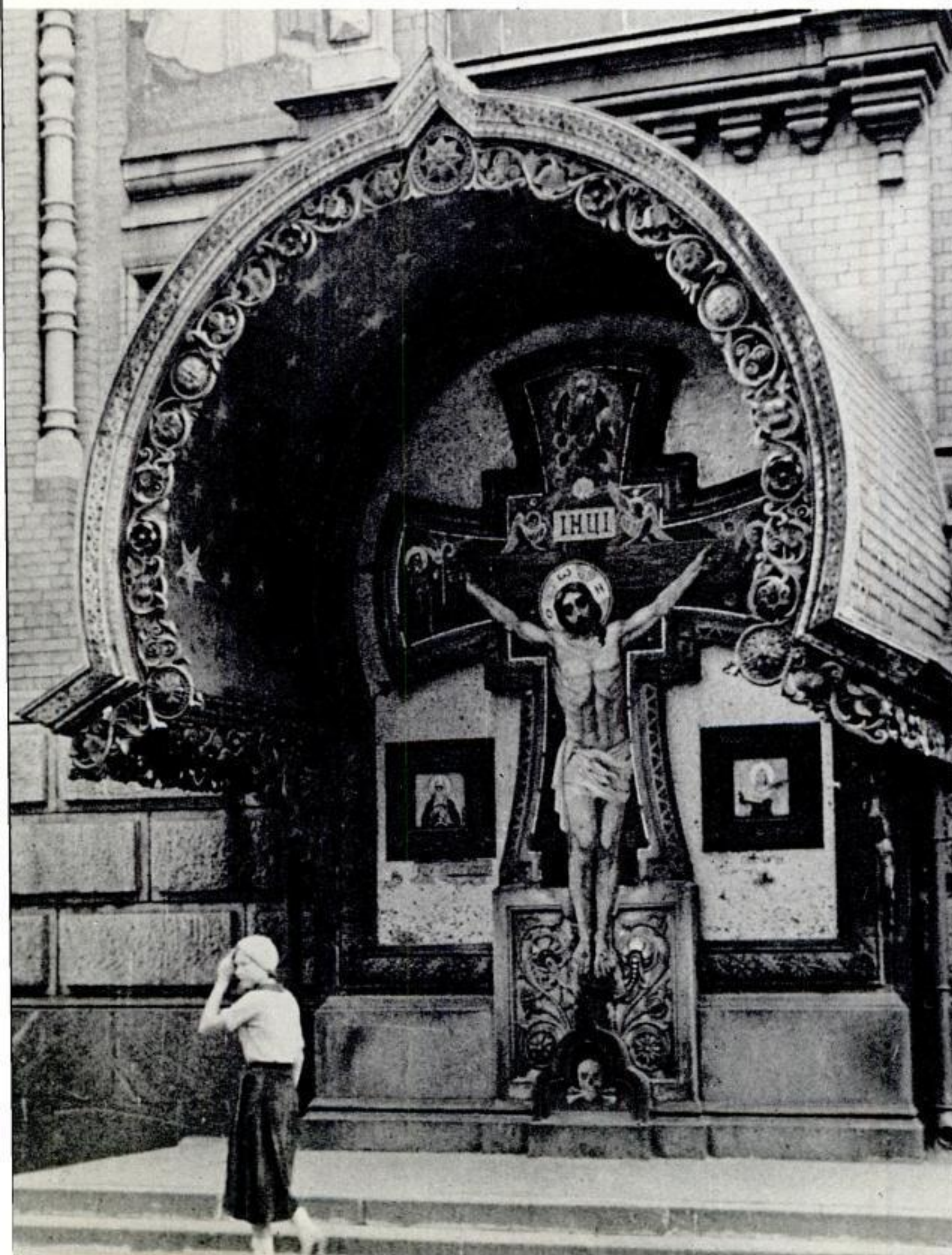
### MOTOR OIL

*Made 100% from Pennsylvania's Costliest Crude  
—Yet No Extra Cost to You*



## RELIGION THRIVES IN GODLESS RUSSIA

Though Soviet Russia has existed 20 years as the first atheistic government of history, it has failed to stamp out religion. After the 1917 Communist revolution, religionists were persecuted. Today only 35 of Moscow's 1,600 churches remain. The most famous of them, St. Basil's on Red Square (*top left*) and the shrines within the Kremlin walls (*top right*) were turned into museums. Others, like the village church (*lower right*), were closed or made over into cinemas. But the faithful continued to crowd the few that survived. Soviet officials have now forbidden all religious persecution, have even restored priests to citizenship. Youth, however, is encouraged in atheism by subtle propaganda which labels belief in God "shameful" and "unfashionable." The girl passing the Lenin-grad street shrine (*lower left*) is not crossing herself but brushing back her hair.







The fiery Bull, when he sees red,  
Is quite a triple threat.  
He rolls his eyes and paws the ground—  
He is the **Toughest** yet.



A remarkable chap is the **Fast-moving** Mink.  
When he's in a hurry, he's off in a wink!

Now mix them both up,  
And mix them up well,  
And there, sir, you have  
The **New Golden Shell!**



**BULL-MINK**

Like two oils in one, it's **Tough** and it's **Fast**,  
It **Cuts Starting Wear** and how it does last!

Starting causes **More Engine Wear** than all the  
running . . . **New Golden Shell Motor Oil** is **Fast-**  
**Flowing** to reduce this wear . . . **Tough** so it  
stands the heat of steady driving.

*Golden Shell*  **SHELL**  
The New Motor Oil



## SOVIET CHURCHES HOUSE CINEMAS (continued)



A circus advertisement covers the steeped tower of this Moscow church, turned into a local cinema. All Russian churches belong to the government, may be used by their congregations free of charge, but only on Soviet sufferance.





Once a famous shrine to which the devout made pilgrimages, this ancient Byzantine church on the shores of the Black Sea is now a restaurant. Other Soviet churches serve as warehouses, chicken hatcheries, schools, village meeting halls.



AS OUTSTANDING FOR THEIR *Economy*  
AS FOR THEIR *Beauty*-

KELVINATOR'S EIGHT NEW WATER COOLERS, FOR BOTTLED OR CITY WATER, COVER ALL REQUIREMENTS FOR OFFICE AND FACTORY

It costs no more to have these new Kelvinator water coolers with all their new beauty—in fact it costs *less*, because Kelvinator coolers actually give more gallons of properly cooled water per dollar. When you see these new coolers don't let their smartness make you forget the fact that they were engineered by Kelvinator to cut the cost of better water cooling. Call on your Kelvinator Refrigeration Equipment dealer today, or mail the coupon.

new  
**Kelvinator**  
**Water Coolers**  
**PLUS-POWERED FOR ECONOMY**



Kelvinator products for business include: Room Coolers, Air Conditioning Units, and Central System Air Conditioning Equipment — Commercial Refrigeration Equipment — Truck Refrigeration Water Coolers

**KELVINATOR** DIVISION OF NASH-KELVINATOR CORPORATION • DETROIT, MICH.

( ) Send descriptive literature on the new Kelvinator water coolers.  
( ) You may make a free survey of our water-cooling requirements.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

L-6-3





Babe Ruth inspects one of the handsome 1937 Nash Ambassador Eight sedans which Sinclair is giving away every week absolutely free in its Babe Ruth Baseball Contest. Other prizes each week include . . .



. . . 20 RCA Victor 6-tube auto radios featured in radio broadcasts by John B. Kennedy and orchestra leader Frank Black. Additional weekly prizes are . . .



. . . 500 Spalding National League baseballs, "Babe Ruth autographed". Tune in Babe Ruth, CBS, Wednesday and Friday nights for details. Also . . .



. . . drive in to your nearby Sinclair dealer's for a free weekly entry blank. No purchases are required. P.S. You'll feel safer if your car is Sinclair-ized for summer now.

## SOVIET PRIESTS STILL PREACH *(continued)*



Priests in Soviet Russia were for many years watched with suspicion, often imprisoned. The new constitution now restores them the right to vote. They may now walk Moscow streets without fear of taunts by young atheists of the Godless League.



This rare photograph, smuggled out of Russia, shows a priest praying in a Tiflis church. Its gold and mosaic ornaments are remnants of Tsarist days. Regular services in it are discouraged, but no longer interfered with by Soviet authorities.



**"It's Swell to have a Bed that *FEELS* so good!"**



**Spring-Air**  
TRADE MARK  
REG. U.S. & CAN. PAT. OFFS.  
CHARLES KARR COMPANY, HOLLAND, MICH.

**the mattress  
that *FEELS* so good**

**FEEL GREAT** . . . *get your  
sleep on the mattress that  
FEELS so good!*

Your desire for a fuller life, your need for vitality to meet the demands of modern living — all give rise to the yearning for a bed that cradles you in joyous sleep. You want to get away from the bed that makes you think, "How tired I am," — you want a bed that sends you to sleep with the gladsome thought, "My, how lucky I am to have a bed that *feels* so good!"

Everywhere people are saying that Spring-Air is an Ideal come true. To them it is more than a mattress of surpassing quality — it is a heaven-sent blessing. You, too, will find that the very thought of Spring-Air's comfort



provides the right frame of mind for inducing natural, complete relaxation and blissful sleep.

Nor is this delightful feeling but for a brief while; — the essence of Spring-Air comfort lies in its highly perfected Karr Sleep Unit, a patented spring construction so expertly designed and carefully manufactured that it is guaranteed against any loss of original resiliency. Spring-Air is the only mattress sold throughout America in which you get this exclusive, guaranteed Karr Sleep Unit. Make your choice from among the smart, new models now on display, from \$24.50 to \$49.50.

*Ask your dealer for Spring-Air, — the mattress that FEELS so good!*

Spring-Air product standards are specified and, through inspection, maintained by the licensor, Charles Karr Company, Holland, Michigan, manufacturer of the spring elements used in completed Spring-Air products.

**SPRING-AIR**

General Offices: HOLLAND, Michigan

Canadian Offices: SPRING-AIR, 41 Spruce St., Toronto, Ont. — 46 Factories in U.S. and Canada

**2 Types of Modern Mattresses  
Ask to see them both!**



Ease of handling and greater comfort prompt many people to buy the Outer-spring type, with spring unit and padding in two separate layers. Costs a bit more, but well worth it. Although the right to make this type is shared by everyone in the bedding industry, the excellence of the guaranteed Karr Sleep Unit is such that more than Nine out of Ten Outer-spring mattresses in use are Spring-Air. Having proved itself to be the BEST spring construction through this out-in-the-open comparison, you should be all the more insistent upon getting the Karr Sleep Unit in the conventional Inner-spring type, if your preference is for this style. Have your dealer explain the advantages of BOTH types, — or send coupon for free descriptive booklets.



**EXPERTS BUY  
WHAT EXPERTS BUILD**

Expert mattress buyers insist upon Spring-Air, knowing it to be "the mattress that feels so good," as well as the mattress that lasts so long! Stevens Hotel, Chicago, is but one of hundreds of famous institutions that use and endorse Spring-Air.



**SPRING-AIR, Holland, Michigan**

*I wish to know about BOTH types of modern mattresses; please send me the free booklet, "Spring-Air—the Mattress That FEELS So Good!"*

Name \_\_\_\_\_

Address \_\_\_\_\_



# Life's Date Pad is full of Parties

"All work and no play" is no motto of Americans. When the U. S. has thrown up its day's quota of gigantic dams, bridges and skyscrapers, wrangled through long hours of politics and strike-situations, made its movies, driven its trucks, studied its Latin—it goes forth to relax. This nation likes to play—and does.

So LIFE does not stop at showing Americans at their bridge-making, movie-making, strike-making and strike-breaking. Since LIFE "came out" it's been to a party or a dance or a picnic or a carnival nearly every week. Herewith a handful of "reminder" pictures.

But LIFE has just started going to parties. So far it hasn't got around to a church fair, or a hayride, or a first-night celebration; it hasn't yet been to a ladies' bridge tournament or a barn dance, or a cowboy's jamboree. But it will.

LIFE's picture of life in the U. S. wouldn't be complete if it abandoned its reporting job when the closing gong rang or five o'clock whistle blew. LIFE will keep on showing its readers all the ways all kinds of people have fun (or don't) at all kinds of parties. White tie, black tie, or no tie—LIFE will go—and tell.

**LIFE — LIFE — LIFE — LIFE — LIFE**



**TAILORS' PARTY**—U. S. topflight tailors celebrate their Golden Jubilee



**ELSA MAXWELL**  
Party—a Barnyard Dance for New York celebrities



**DEBUTANTE PARTY**—a Widener "comes out" in Philadelphia

**BOARDING SCHOOL**  
Party—with Harvard-Yale-Princeton partners







**MARDI GRAS**—70,000  
Mobile citizens on a  
two-day festival

**EX-IOWANS PARTY**  
—40,000 picnic in Los  
Angeles



**PETROLEUM PARTY**—with 3000  
"Sweet Adeliners" at Chicago

**HOLLYWOOD PARTY**—cinema stars  
in "Bride and Groom" costumes



**LIFE**

**FE**

**LIFE**

**LIFE**



**HARLEM PARTY**—every night is party night  
at Harlem's Savoy Ballroom



**SOUTH SEA PARTY**—Detroit's annual  
Scarab Ball

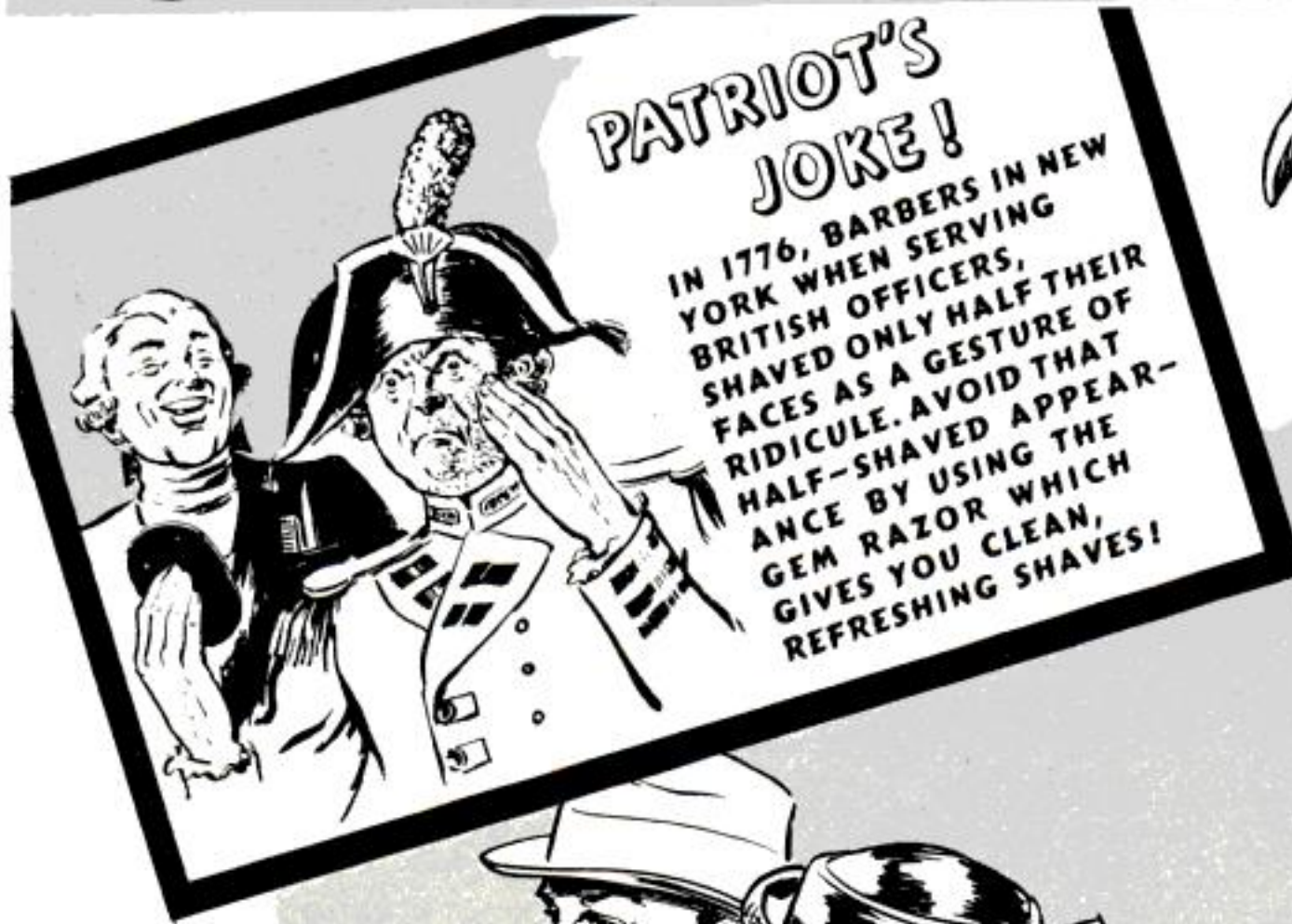


**DARTMOUTH PARTY**—Snow Car-  
nival with 1200 girls



# Shaving Oddities

NO. 5

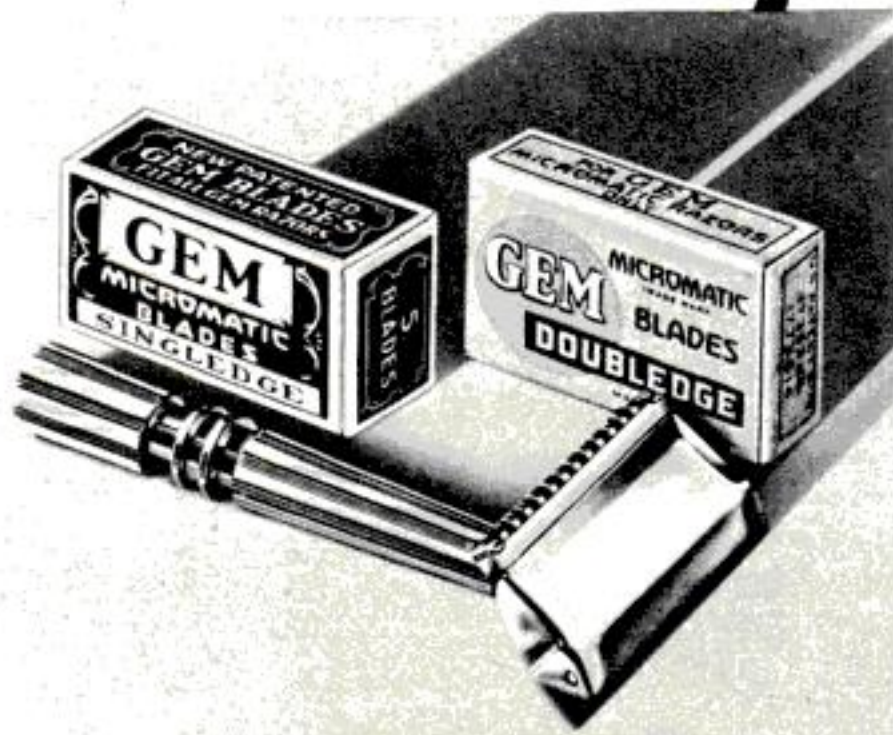


## PATRIOT'S JOKE!

IN 1776, BARBERS IN NEW YORK WHEN SERVING BRITISH OFFICERS, SHAVED ONLY HALF THEIR FACES AS A GESTURE OF RIDICULE. AVOID THAT HALF-SHAVED APPEARANCE BY USING THE GEM RAZOR WHICH GIVES YOU CLEAN, REFRESHING SHAVES!

## SOCIAL ASSET!

GOOD GROOMING IS A VALUABLE SOCIAL AND BUSINESS ASSET. AND GOOD GROOMING BEGINS WITH A GEM MICROMATIC RAZOR AND A 50% THICKER, SUPER-KEEN GEM BLADE. TOGETHER THEY GIVE YOU THOSE SHADOWLESS SHAVES WHICH GUARANTEE ALL-DAY FACE NEATNESS. SEND COUPON BELOW FOR PROOF!



## SPECIAL "PROOF" OFFER

Gem Division, American Safety Razor Corp.  
Dept. LE42, Brooklyn, N. Y.  
Please send me special "Proof" set containing 1 single- and 1 double-edge Gem Blade AND THE REGULATION CHROME-PLATED GEM RAZOR. Here's my quarter (stamps or coin).

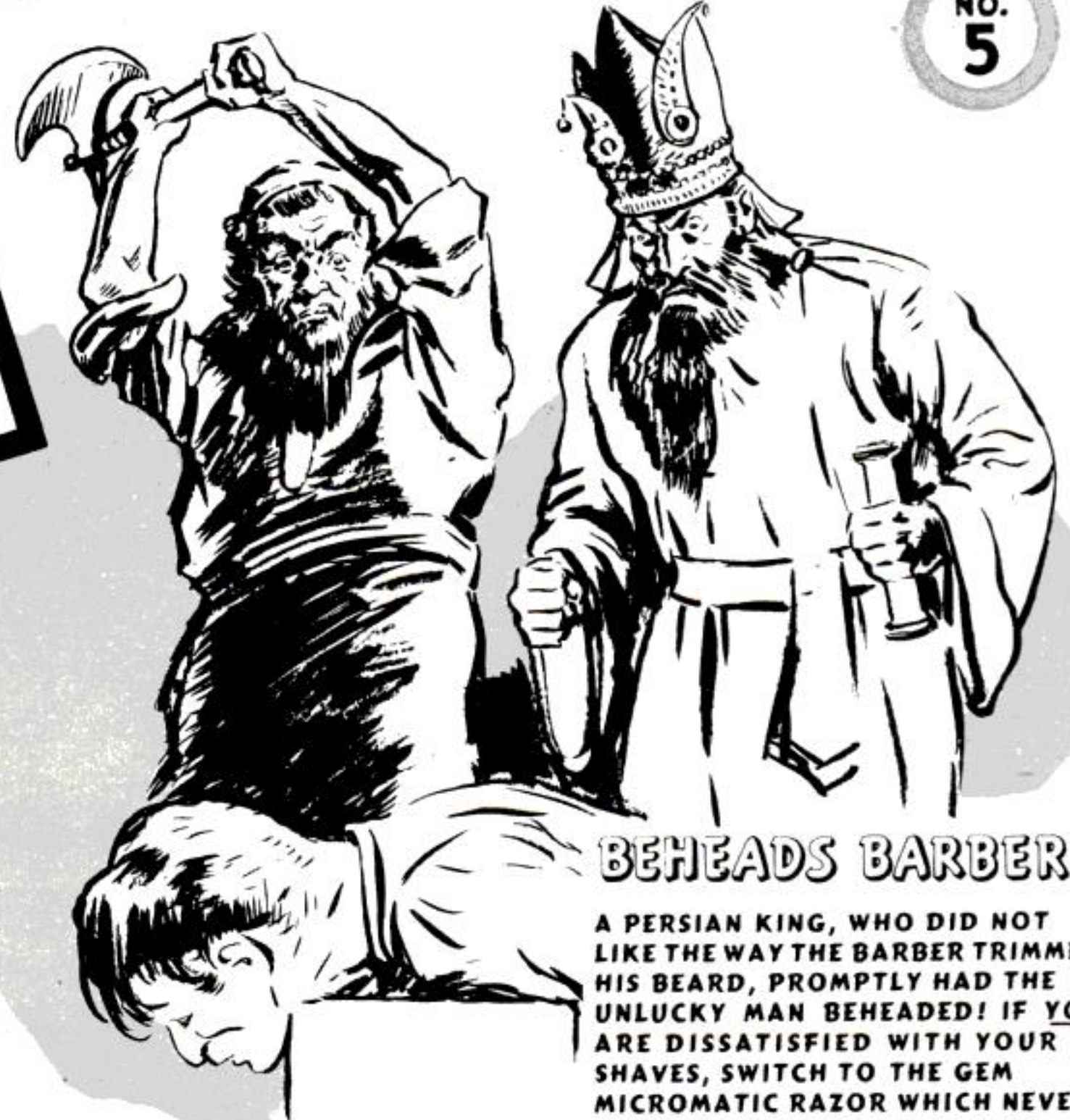
PRINT NAME \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

(If you live in Canada, write Mutual Sales Co., 436 Wellington St., W., Toronto, 2, Canada)

Copyright 1937, by American Safety Razor Corp.



## BEHEADS BARBER!

A PERSIAN KING, WHO DID NOT LIKE THE WAY THE BARBER TRIMMED HIS BEARD, PROMPTLY HAD THE UNLUCKY MAN BEHEADED! IF YOU ARE DISSATISFIED WITH YOUR SHAVES, SWITCH TO THE GEM MICROMATIC RAZOR WHICH NEVER FAILS TO GIVE YOU FLAWLESS PERFORMANCE!

## CROONING SHAVE!

HERE'S A SHAVE YOU'LL GREET WITH A SONG - THE SMOOTH, BLYTHE SHAVE OF THE GEM MICROMATIC RAZOR! NO OTHER RAZOR IS LIKE GEM! EXCLUSIVE FEATURES COST US \$660,000! ONE-PIECE CONSTRUCTION; FACE-FITTING BEVEL WHICH COMPELS YOU TO USE MASTER-BARBER'S LONG, GLIDING STROKE! GET A NEW GEM RAZOR WITH 5 BLADES FROM YOUR DEALER. OR SEND COUPON BELOW FOR SPECIAL 25¢ "PROOF" OFFER!



## BET THEIR BEARDS!

SOME ORIENTAL RACES OF ANCIENT TIMES MADE A PRACTICE OF STAKING THEIR BEARDS ON WAGERS. WE'LL BET THAT YOUR FIRST SHAVE WITH A GEM MICROMATIC RAZOR WILL GIVE YOU A NEW IDEA OF SHAVING COMFORT!

# GEM

MICROMATIC RAZOR and BLADES

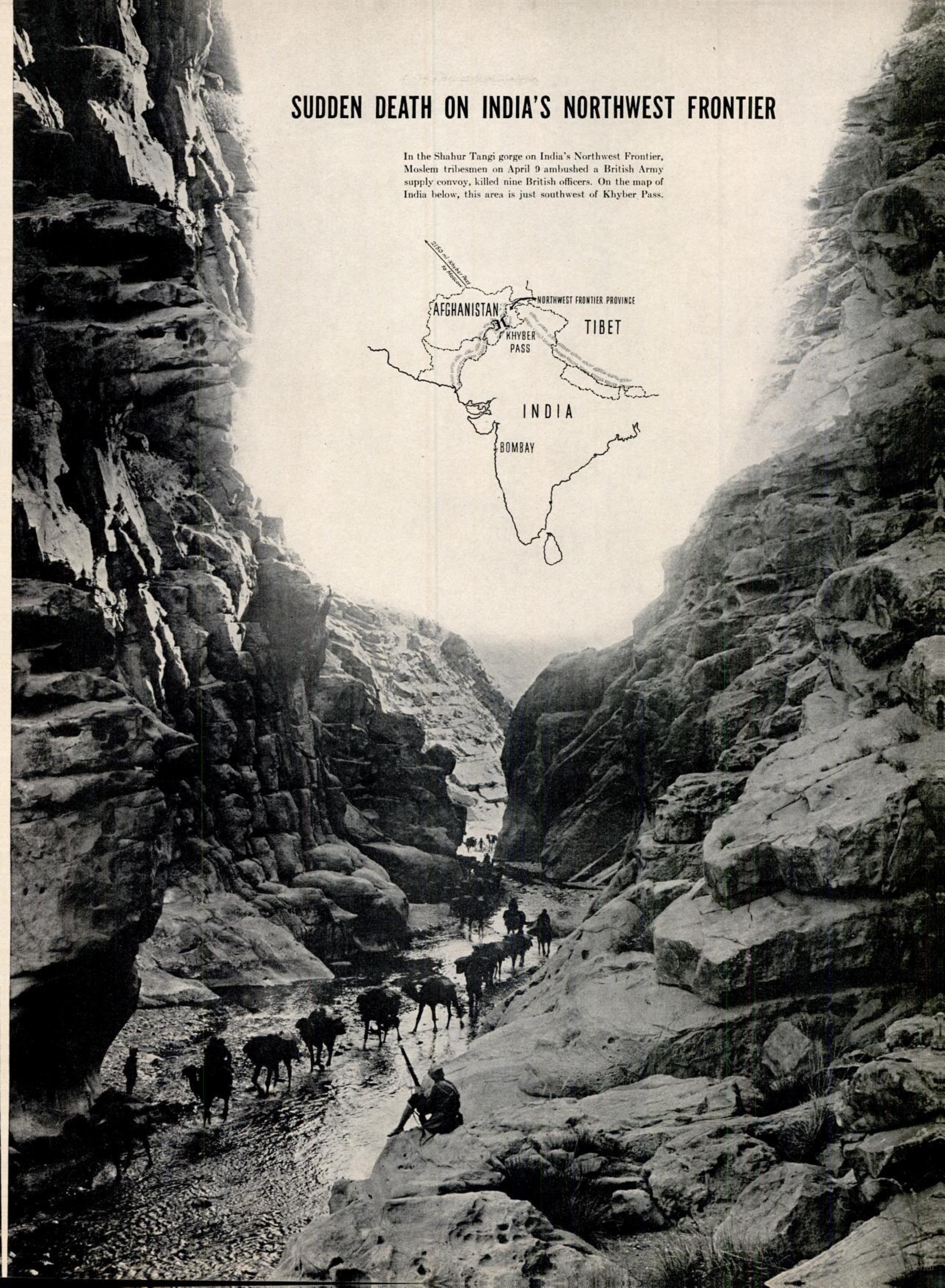
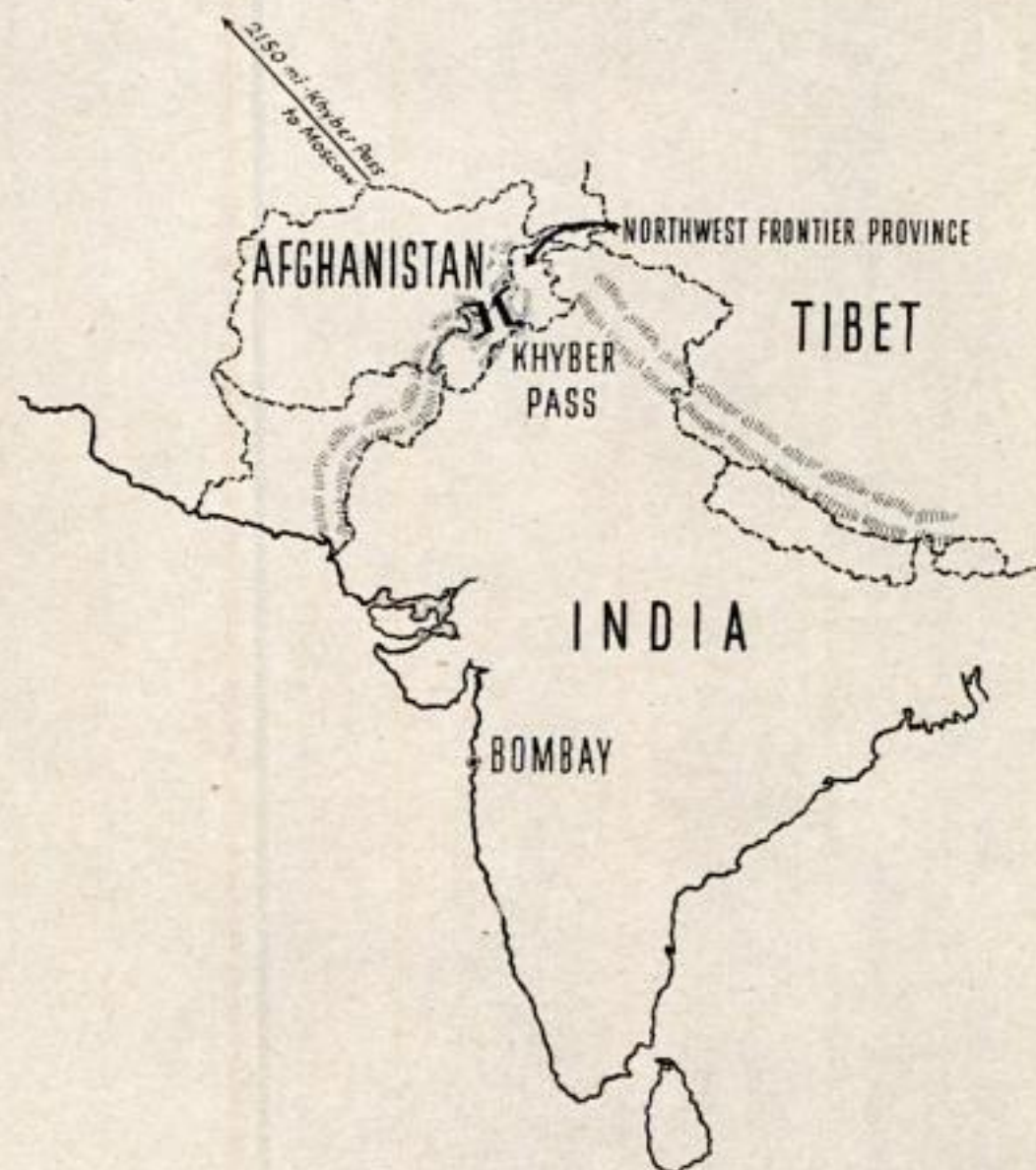
FOR PERFECT SHAVES - USE A GEM IN A GEM!

Be sure it's a Gem; find the blade with the name; its keener demeanor makes shaving a game!



# SUDDEN DEATH ON INDIA'S NORTHWEST FRONTIER

In the Shahur Tangi gorge on India's Northwest Frontier, Moslem tribesmen on April 9 ambushed a British Army supply convoy, killed nine British officers. On the map of India below, this area is just southwest of Khyber Pass.





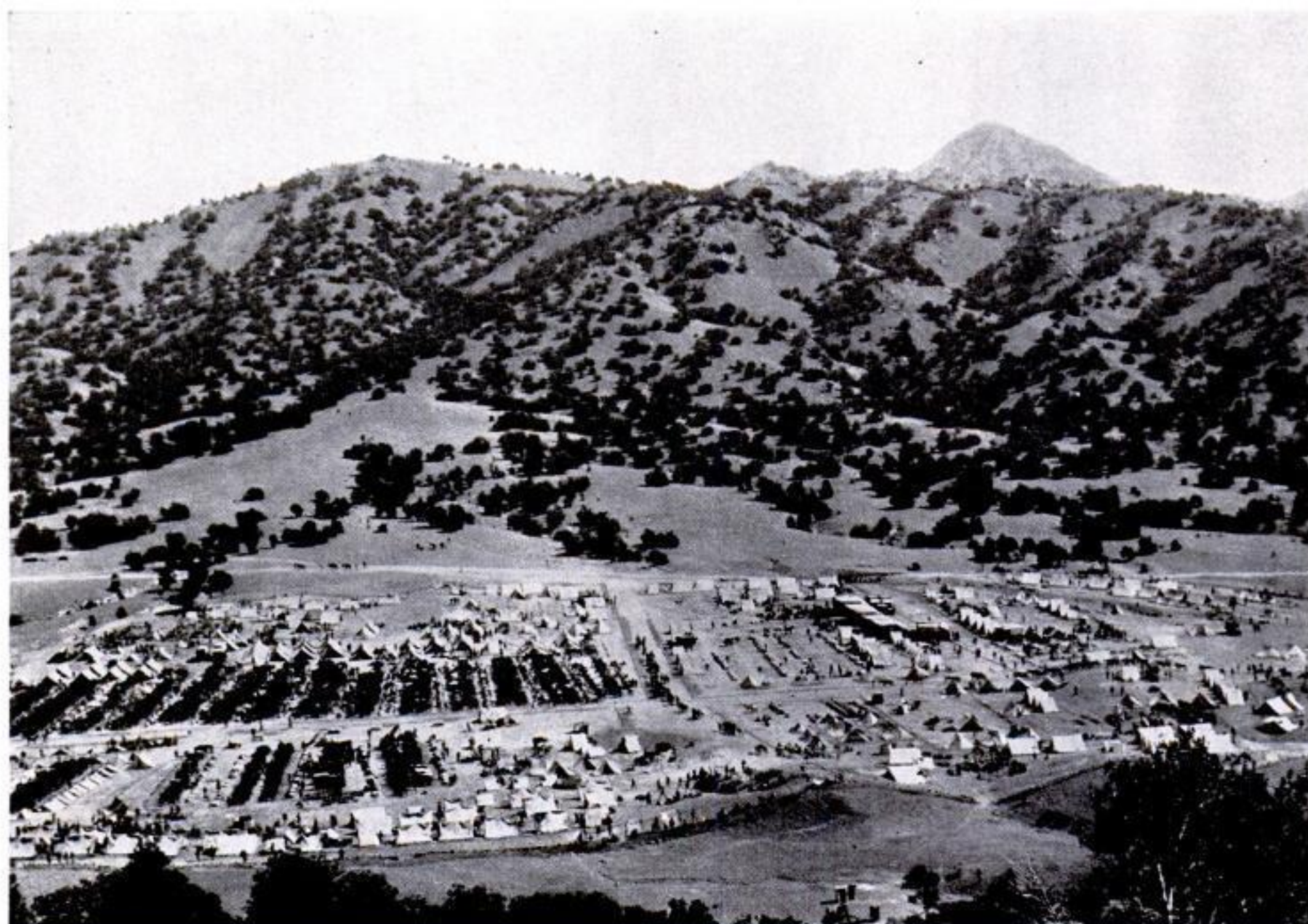
# IT TAKES FORCE TO RULE INDIA *(continued)*



BRITISH TROOPS WITH TWO 6-IN. HOWITZERS PARADE AT RAZMAK BEFORE SETTING OUT TO PUNISH REBELLIOUS TRIBESMEN



TROUBLEMAKER: THE FAKIR OF IPI



BRITISH CAMP AT LAWARGI PASS.

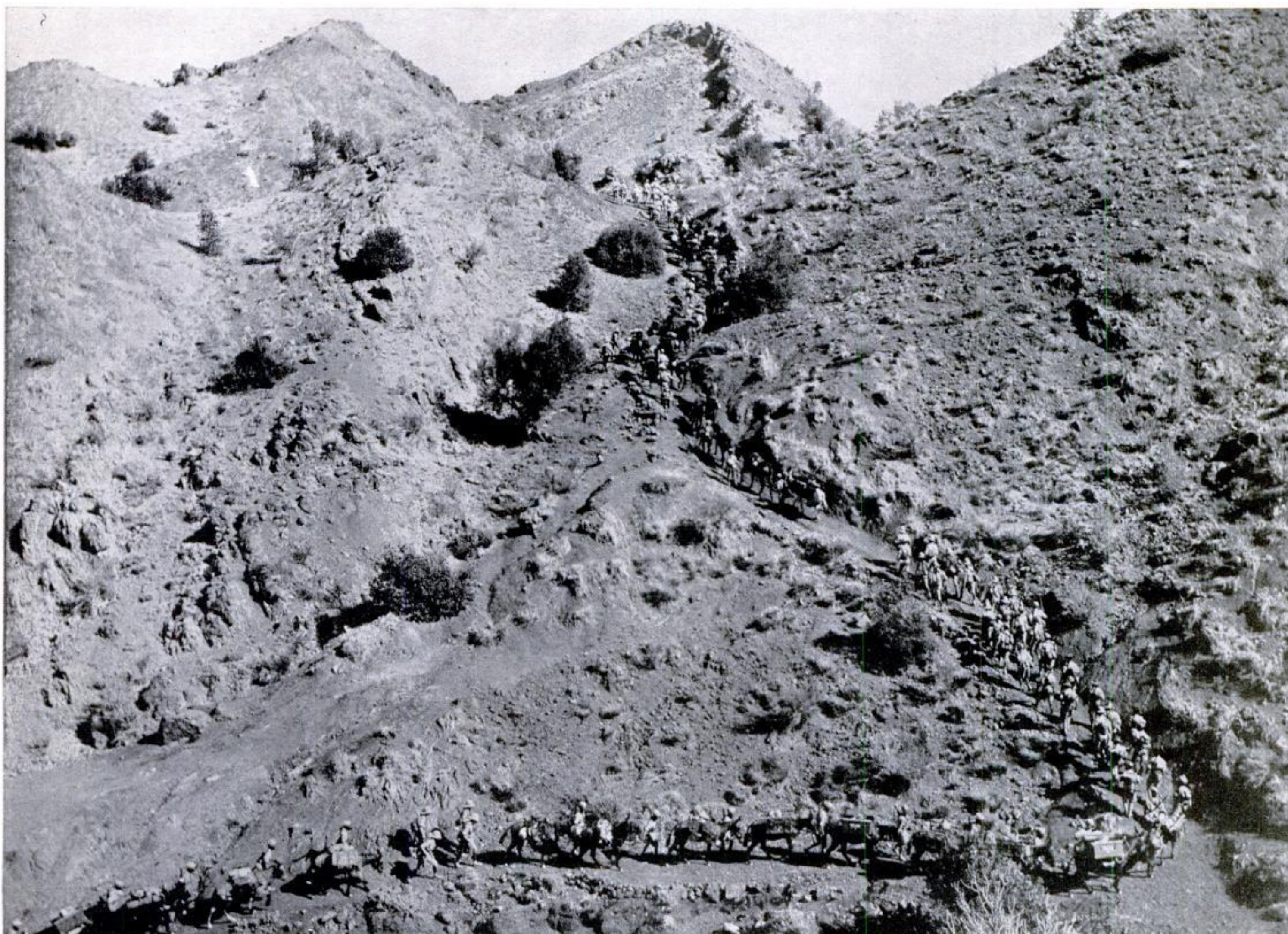


REBELLIOUS MAHSUD TRIBESMAN



THE TROUBLEMAKER'S HOUSE IS SEARCHED





**On India's Northwest Frontier,** the crack hill-fighters of Britain's Razmak Column climb a hillside. Pickets on the summit scouted the other side of the hill before

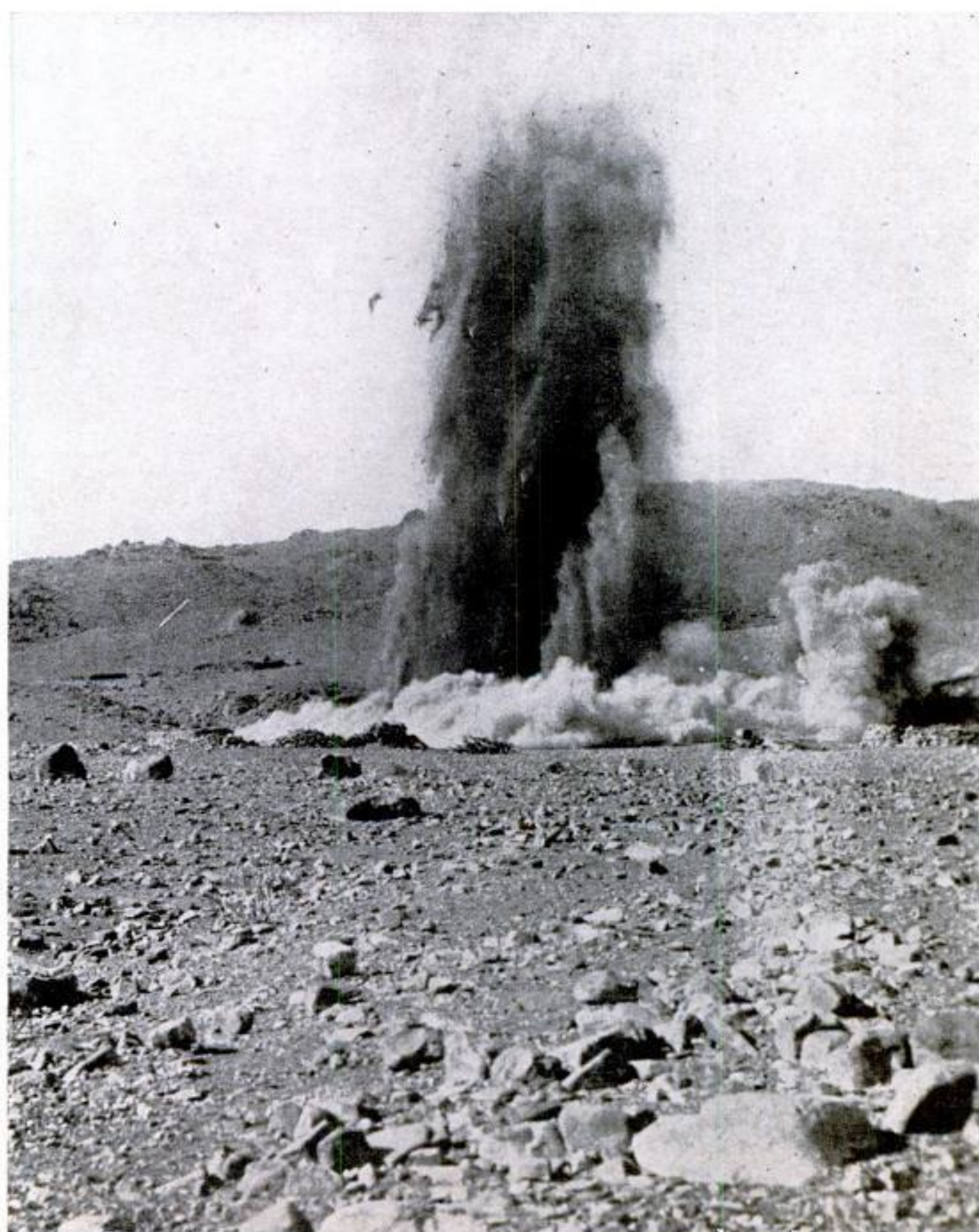
the main body advanced. The British officers of these native Pathan and Gurkha troops know well that every bush and rock on this hillside might have a man be-

hind it. The Mahsud and Wazir tribesmen usually fight from ambush, pick off an officer if possible, then scuttle almost invisibly up the hill and out of sight and range.

In February the British Government tried to give India semi-self-rule by holding elections for local legislatures in India's eleven provinces. (There are also 18 States ruled by native Princes.) The elected Hindus in six of the eleven provinces promptly rejected the British plan formulated in the new Constitution, by resolving not to form ministries. This made India's British rulers very impatient indeed. For Britons say that if they should abandon India's 240,000,000 Hindus to complete self-rule, it would be but a generation or two before Moslem conquerors would subjugate all India, as they have done before.

A sample of the warlike ways of the border Moslems was given on April 9 and is pictured on these pages. Here on the Northwest Frontier, traditional battle-ground of Russian *v.* British influence, border Mahsuds and Wazirs, kin to the neighboring Afghans, have lately been roused by the tall, red-bearded (dyed) Fakir of Ipi, Mirza Ali Khan, 36, "Champion of Islam," whose power comes from the fact that he never accepts a bribe. Shown on the opposite page, he is a crack shot with a British rifle, has never yet been betrayed. Last winter he incited the tribesmen to ambush a British column. British punitive troops marched in, collected 100 hostages and 100 rifles, the usual punishment, and the Fakir vanished into a cave in the Shaktu valley. On April 9, after most of the troops had marched out again, the Fakir incited another ambush, again vanished. However, the soundest British tactic against such as the Fakir is to build roads into the border lands. The new roads have pushed the Fakir back south of the Shaktu valley toward the village of Tank. The Fakir is now preaching from a sickbed carried among the mountain tribes.

**One way** is to dynamite strongholds of rebellious tribesmen, as is being done at right to a tribal fort in the lower Khaisora River valley where British troops met stubborn resistance.





## THE CAMERA OVERSEAS: TO FEED GERMANY'S BABIES, LEGITIMATE AND ILLEGITIMATE, HJALMAR SCHACHT



These German babies are legitimate. Their proud fathers hold them in the chapel of the State hospital of Brandenburg, Prussian town, where they will be baptized by the

chaplain. When any of their fathers has a fifth child, he will qualify for the League of Fecund Families, wear a button showing an angry eagle flapping its wings over five

eaglets and get a bonus of 10 marks a month. Big "Nordic" families are espoused by the Reich Health Service, under childless Minister of the Interior Wilhelm Frick.

### SOCIALIST ALLY OF NAZIS



Denmark's bearded Premier, Thorvald Stauning, has been scolded by Scandinavian neighbors Norway and Sweden, who accuse him of submitting to Dr. Schacht's trade drive.

### DR. SCHACHT PAYS A COURTESY VISIT TO BELGIUM'S BANK GOVERNOR



In Brussels on April 13, Dr. Schacht (right) was ostensibly making a courtesy call on Louis Franck (left), governor of Belgium's National Bank. Trade agreements, however, were

not the only game the miracle-working Finance Minister stalked in Belgium. He also made political sounding for a non-aggression pact with Germany's one-time bitter enemy.



## REICH ECONOMIC WIZARD, WOOS THE BELGIANS AND THE DANES



These German babies are illegitimate. Their sad-faced mothers here hold them in another portion of the Brandenburg hospital chapel seen opposite. They will be baptized

like the legitimate babies, though with a slightly different ceremony. Illegitimacy has increased shockingly in the Reich. Youth Camps where boys and girls in their teens

work together is one reason. Another is that big Nazi leaders last February urged for unmarried mothers "the same respect and protection we grant married mothers."

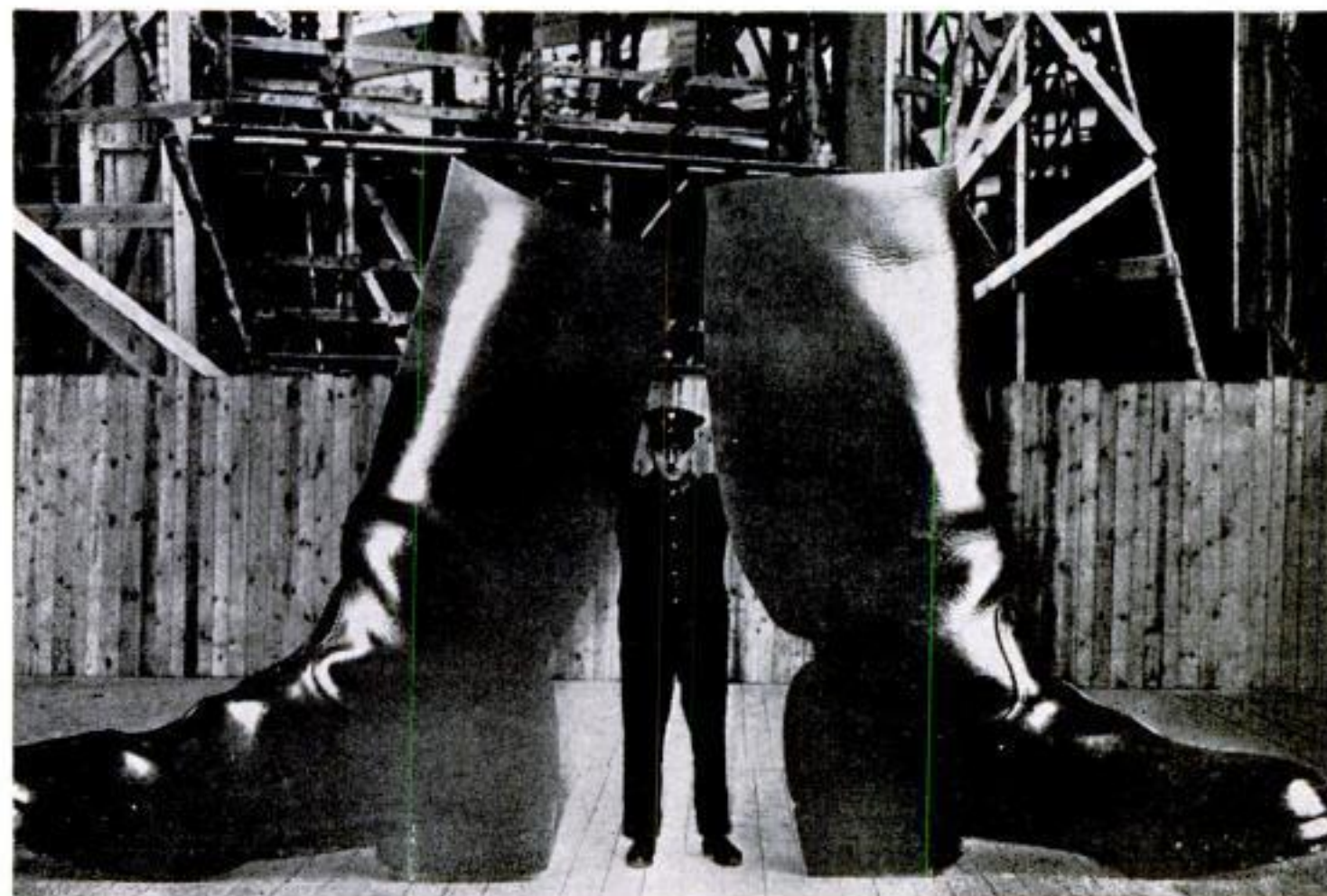
## "GIVE ME FOUR YEARS TIME" EXHIBIT



HJALMAR SCHACHT

Toughest job in all Europe is that held down by Germany's Dr. Horace Greeley Hjalmar Schacht. As Minister of Economics he has to feed the Reich's fast-rising number of babies, born in and out of wedlock (above). He has further to provide, by miracles of economic juggling, the steel, rubber, oil, and nitrates needed to sustain one of the hugest war machines of history. This spring Germany and her economic miracle man find themselves in tight straits. The Reich's supply of raw materials has sunk perilously low. Its supply of gold with which to buy more has sunk even lower. For all of Dr. Schacht's financial sleight-of-hand, Germany is today living on the slopes of an economic Vesuvius. Hence the wizard packed his bags April 13 and took a plane to Brussels.

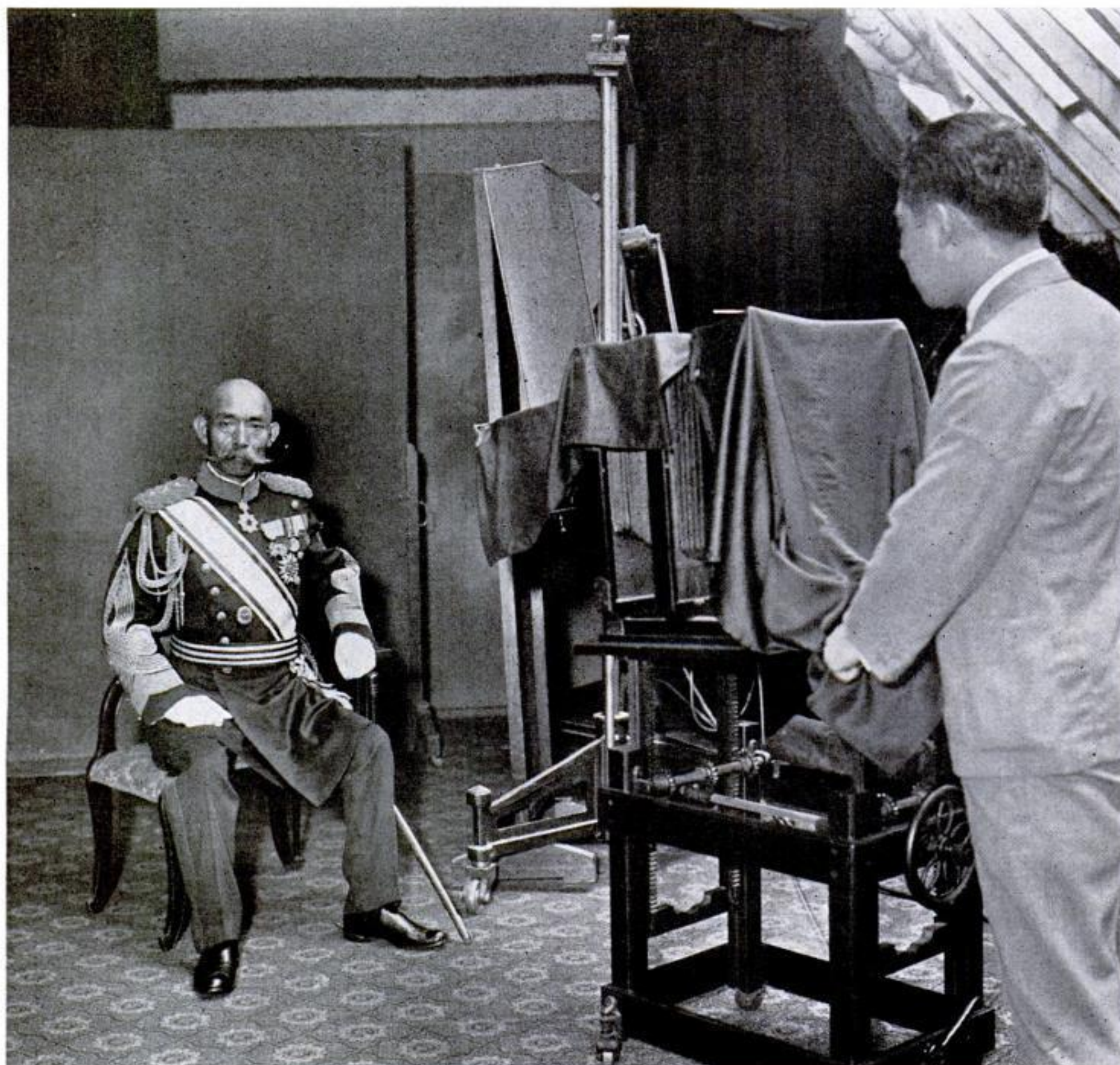
Here he met with Premier Paul van Zeeland, fresh from victory over Rexist Léon Degrelle, to pose a weighty question. Would the Belgian New Dealer sell the German Fascist \$84,250,000 worth of Congo copper, tin, and oil in trade for German autos, cameras, razor blades? The Belgian New Dealer did not commit himself. Back in Munich, Dr. Schacht admitted that Hitler's four-year-plan to make Germany self-sufficient, begun last year, was doomed to failure.



These "four-year boots" adorned a figure of Adolf Hitler at the "Give Me Four Years Time" exhibit in Berlin, April 29. Good Nazis were here offered a visual résumé of what Der Führer has done for them since he first made this request four years ago.



## THE CAMERA OVERSEAS: THE JAPANESE ARMY ASKS FOR VOTES



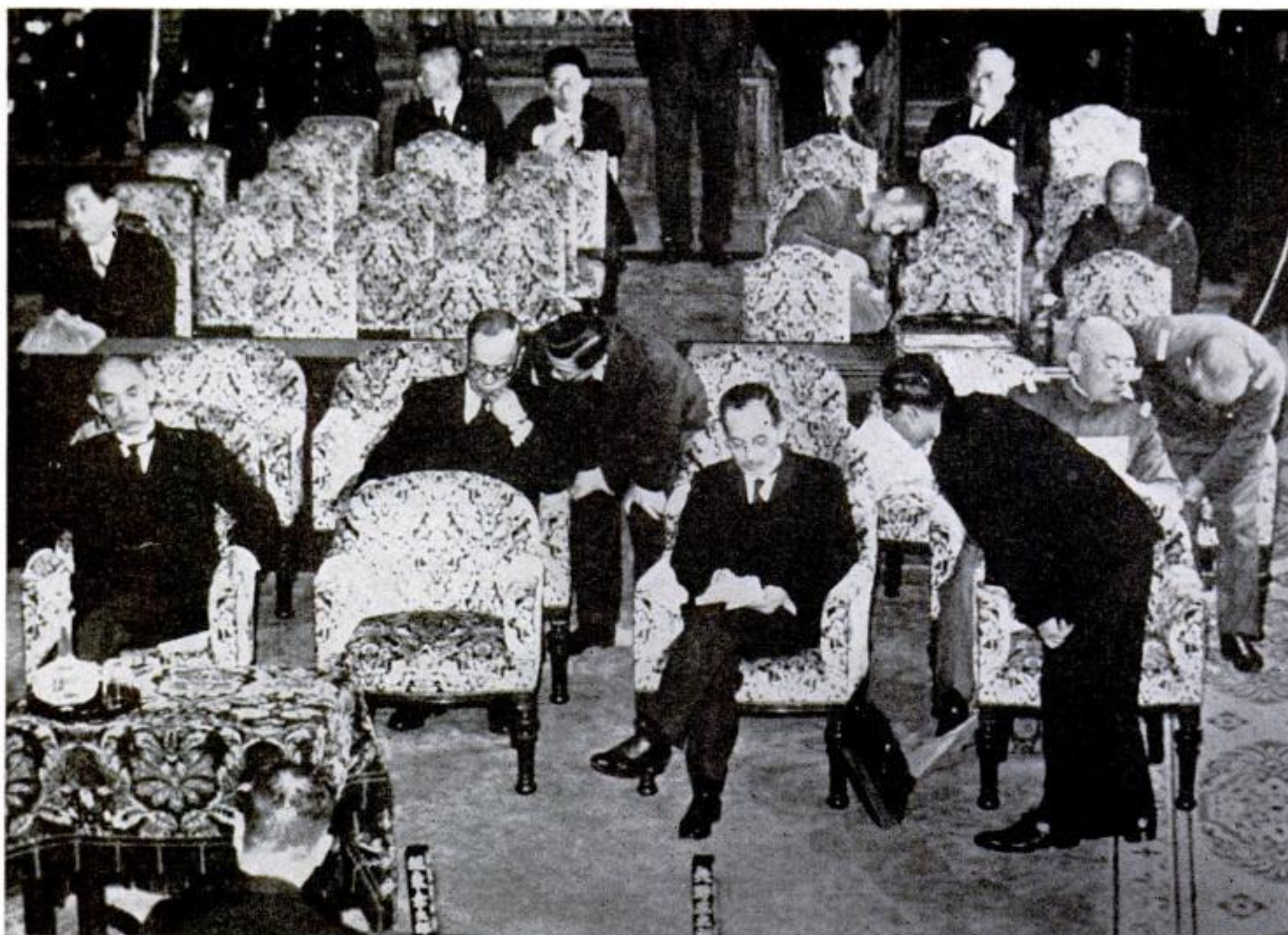
**Premier Hayashi** was an active General when he posed for this picture. Hayashi's virtue as Premier is merely that he is less overbearing than other Japanese generals. As insur-

ance against assassination, he lives now in the armored house at upper right which is provided with underground tunnels, disappearing floors and doors that open out of walls.



**ASSASSINATION-PROOF WHITE HOUSE**

Japan's Premier General Senjuro Hayashi (left and below) dissolved the Japanese Diet (Parliament) on March 31. Reason was the open hatred between the Diet politicians and the Army and Navy officers who dominate Hayashi's Cabinet. However, Hayashi and his Army friends made a bad mistake when they dissolved the Diet. For on April 30, Japanese voters go to the polls and for the first time vote on the tacit issue of which they like better: the Army or their own elected representatives. They are expected to vote against the Army, destroying Hayashi's moderate Cabinet and the last bridge between the Army and the politicians. The campaign has been queerly Japanese. The politicians cannot openly abuse the great Japanese Army. And the Army has not been able to organize a Fascist party to represent it politically. If defeated, Hayashi must resign or dissolve the Diet again, and possibly again and again. What the Army extremists will do, nobody knows.



**Premier Hayashi's Cabinet** got last-minute data from their brain-trusters, shown whispering in their ears above, before submitting to cross-examination by the Diet's Budget Committee. At extreme left is sleepy Premier Hayashi; the seated soldier at the right end of the second row is tough

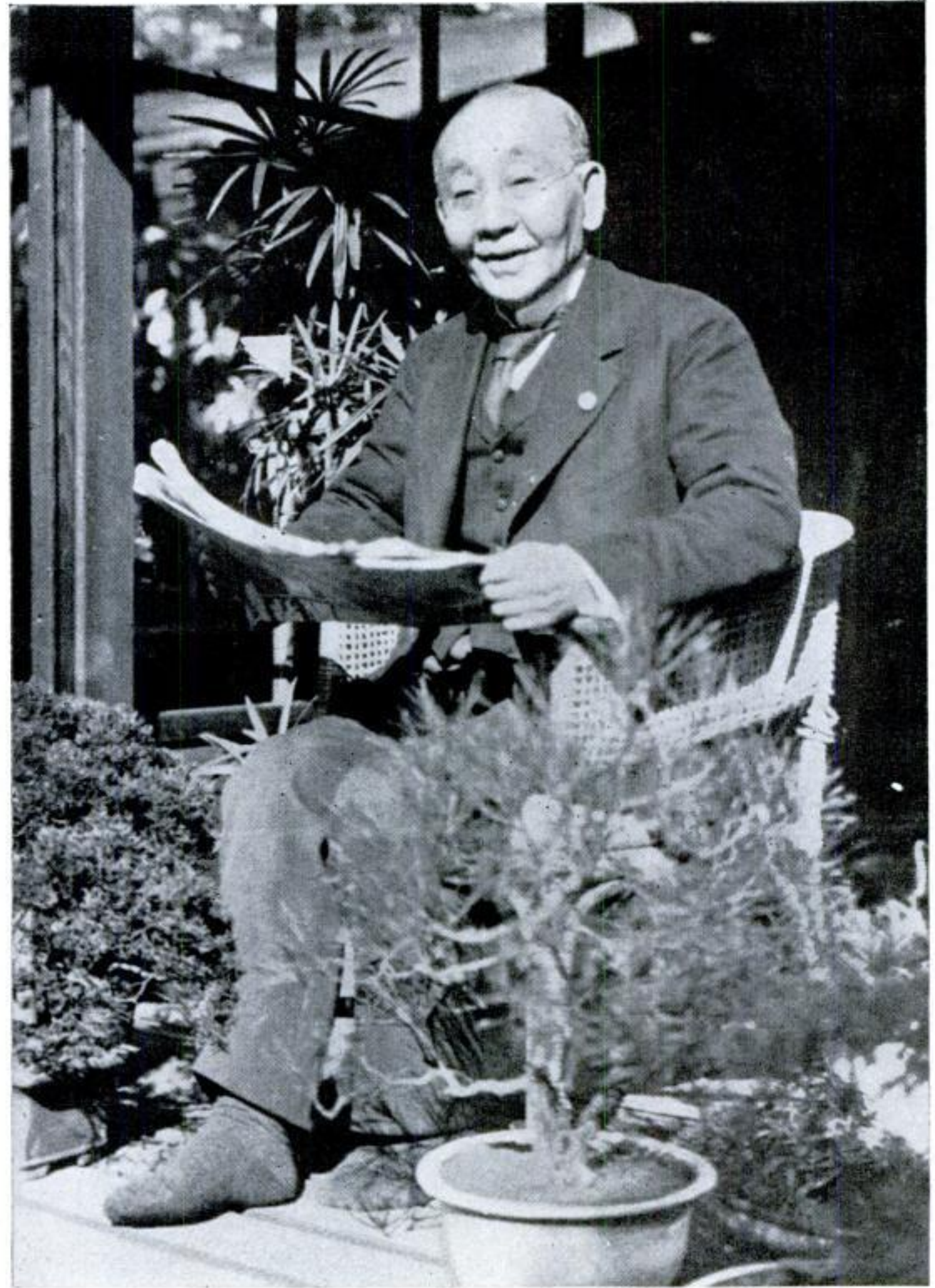
War Minister General Gen Sugiyama. The picture at right, taken a few minutes later, shows General Sugiyama telling the Committeemen that the Army needed \$205,000,000 for 1938 Defense. The Diet amiably passed the Government's budget, then found itself rudely dissolved.



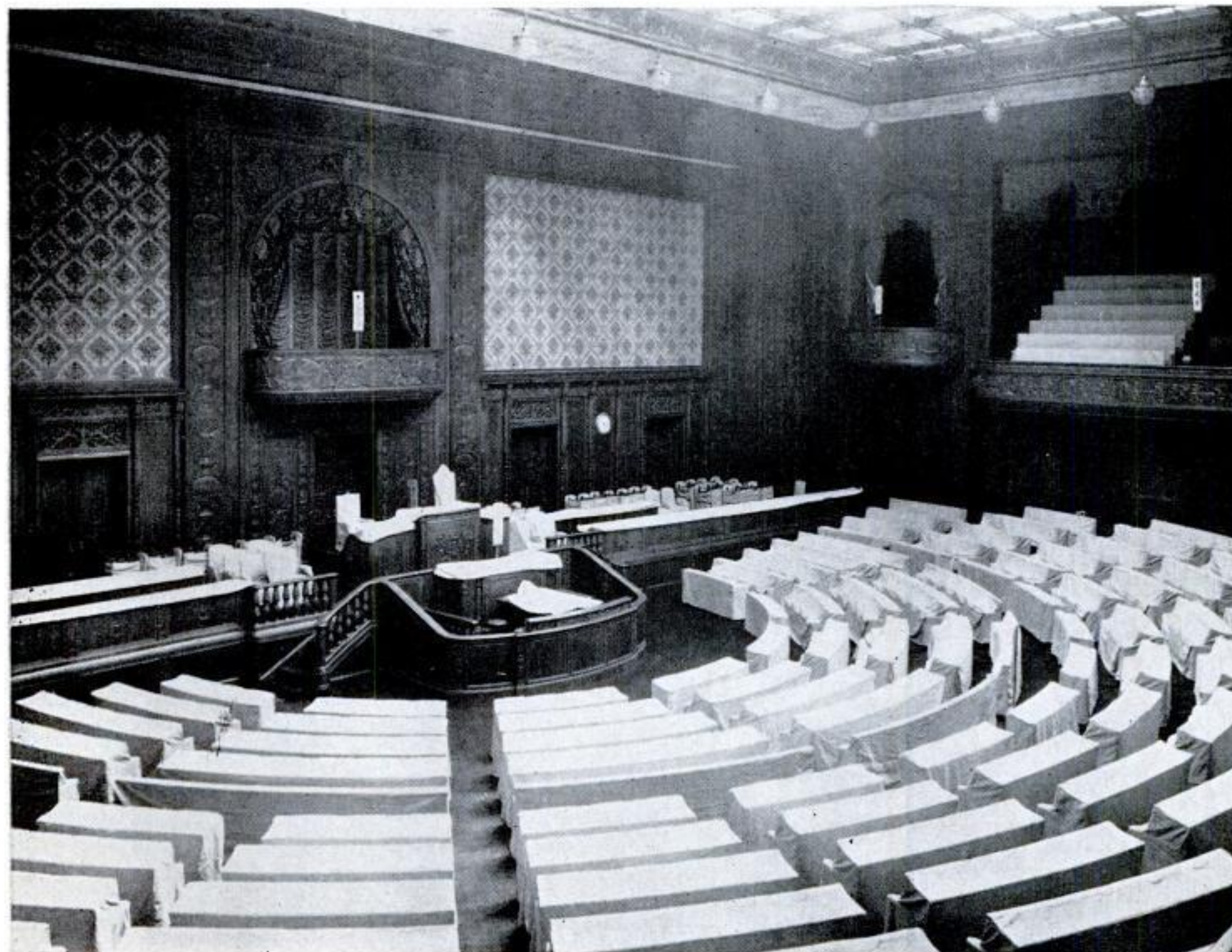




**Chief of the Seiyukai Party** is scholarly Dr. Kisaburo Suzuki, 70, Japan's politicians have worked with the present Government partly because of its international policy of a milder way with China. The dissolution of the Diet, however, made them mad clear through.



**Chief of the Minseito Party** is Chuji Machida, 74, sitting in the sun in his stocking feet. Japan's two chief anti-Army parties expect to win 380 of the Diet's 466 seats in the April 30 elections and promptly push through a vote of censure of the Hayashi Cabinet.



**The slip covers** went back on the Diet benches April Fool's Day, day after the Government dissolved the Diet. This is the new chamber in the \$8,500,000 new Diet building that

took 19 years to build and symbolizes democracy in Japan. In practice the Japanese Constitution has given power to overthrow a Cabinet not to the people but to the Army.



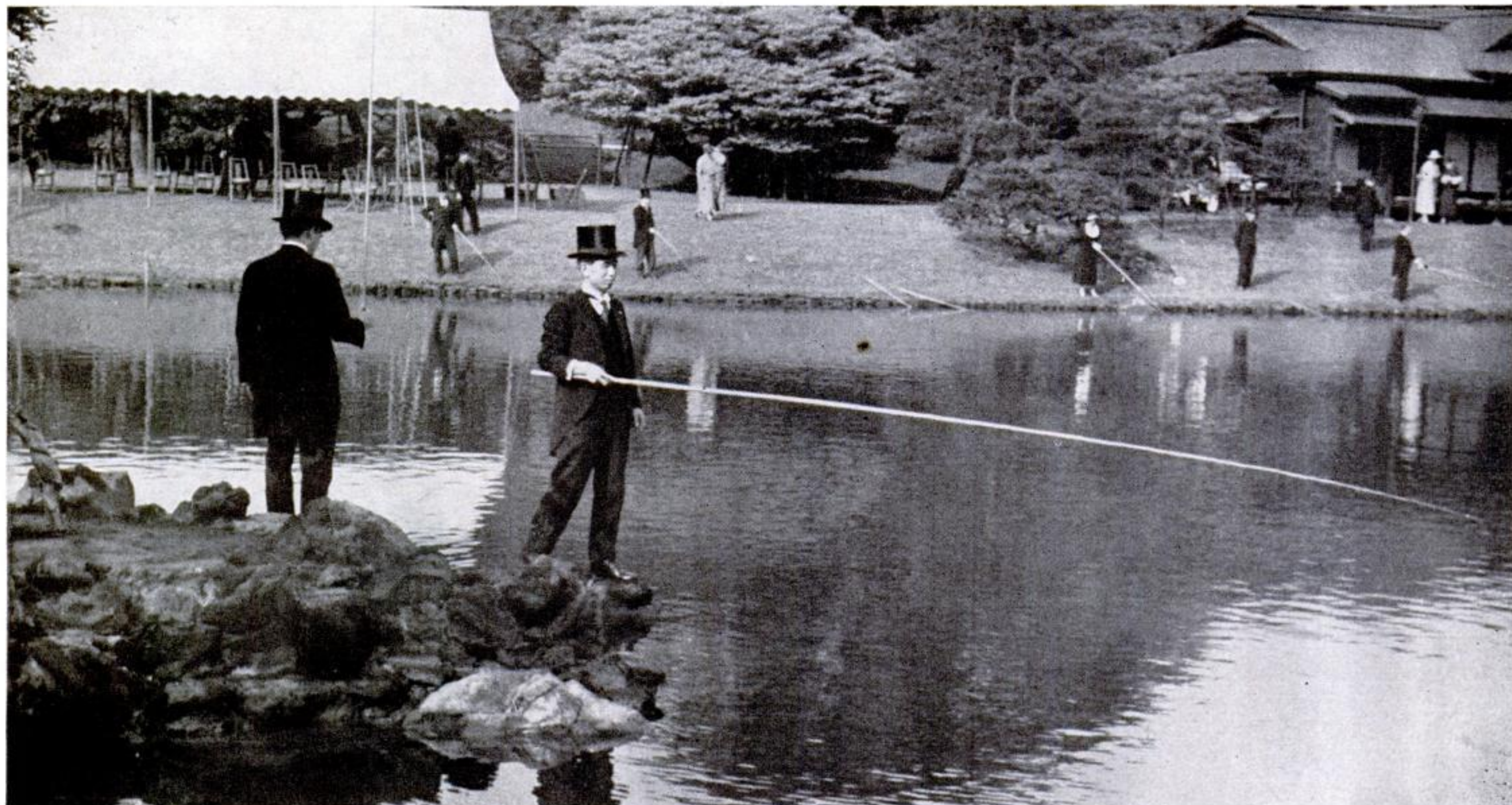
**THE DIET NAME PLATES COME DOWN**



**THE SPEAKER TREATS HIS TIRED THROAT**



# THE CAMERA OVERSEAS: TOP-HATTED GENTLEMEN IN JAPAN GO FISHING FOR THE EMPEROR'S CARP



**AQUA VELVA**  
SURE PUTS THE  
FINISHING  
TOUCH ON  
MY MORNING  
SHAVE!

**SAYS**  
**FRANK CROSETTI**  
Great Yankee Shortstop

**ASTRINGENT ACTION CLOSES PORES IN SKIN...FIGHTS OFF PIMPLES, SORE SPOTS**

SOAP and warm water open wide the sensitive skin pores. Dirt settling in these open pores often causes skin irritations.

Use a dash of Aqua Velva after every shave. Its soothing action pulls pores together. Helps prevent sore spots. Conserves the natural moisture of your skin. Leaves it smooth, free from blemishes.



**FREE OFFER**  
Good only in U. S. A.

The J. B. Williams Company, Dept. L-9, Glastonbury, Conn., U. S. A. Please send me a trial bottle of Aqua Velva, the world's largest selling after-shaving preparation.

Name \_\_\_\_\_  
Street & No. \_\_\_\_\_  
City & State \_\_\_\_\_



**The Douglas**  
proving-ground  
of quality!



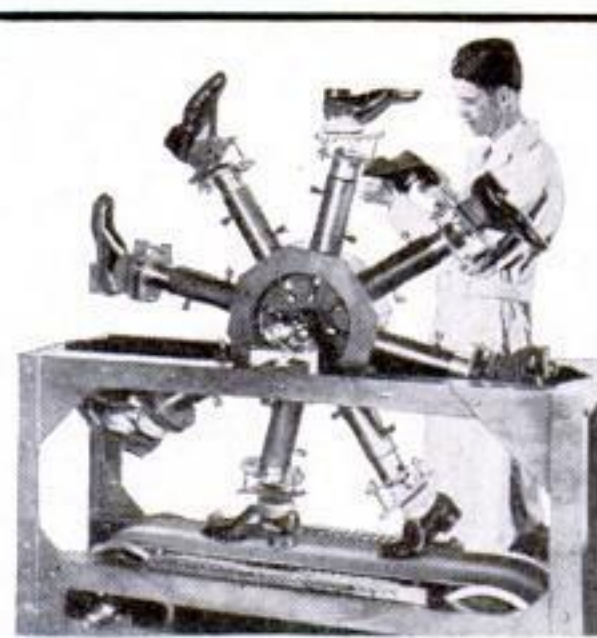
DOUGLAS quality is never left to chance. Tested on the Torture Wheel,\* our famous fashion favorites are "walked" many miles —are brutally abused.

These and other tests prove the great value of All-Leather Construction. For the honest leather in Douglas Shoes makes them stay stylish.

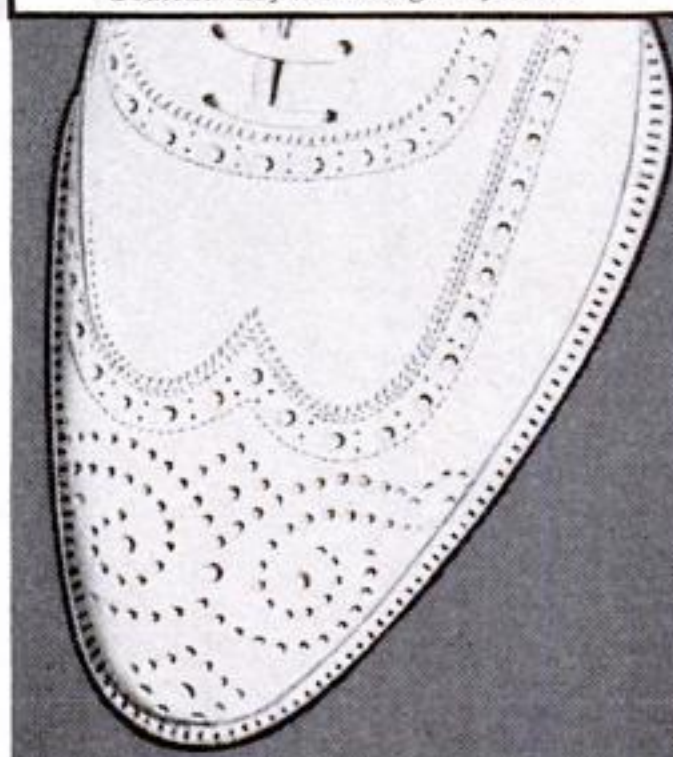
Do you want style *plus* enduring quality? See the grand new Douglas models for Spring!

**Douglas Shoes**

W. L. Douglas Shoe Company, Brockton, Mass.



\*Duplicate of shoe-testing machine used by the National Bureau of Standards, Washington, D. C.



**\$4.40 \$5.00 \$6.50**

Also Men's Normal-Treds, patented, scientific, corrective shoes, \$7.50. Sold by good dealers everywhere, and through 128 W. L. Douglas Stores in 76 principal cities.

**Genuine**  
**ORANGE BLOSSOM**  
*Wedding & Engagement*  
**RINGS**  
*by Traub*

Ask any quality jeweler about them. He also has your copy of "Orange Blossoms" —a beautiful Book for Brides.



In a few weeks, the Emperor of Japan will issue his annual tea and carp-fishing invitation to prominent Japanese gentlemen, foreign diplomats and their ladies. Like last

year's guests (*shown here*), they will show up in formal attire, have buffet tea. At 5:30, the Emperor and Empress will appear, silently greet their guests, retire. Then the

gentlemen and a few ladies will be handed bamboo fishing poles. They will line up at careful intervals around the emperor's well-stocked ponds and cast for the emperor's carp.



# LUXURIES.

Few can enjoy the luxury of owning world-famous masterpieces of art. Nearly everyone can afford the enjoyment of

## America's Luxury Whiskey

For generations Park & Tilford "Private Stock" has been acknowledged as one of the world's great whiskies. It is Park & Tilford's finest—the choice of the American gentleman.

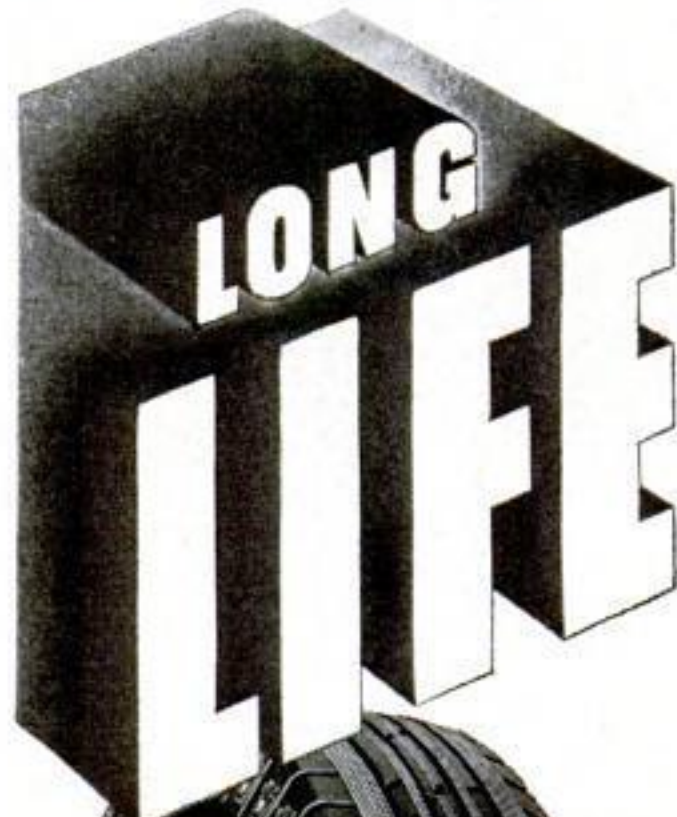
PARK & TILFORD Distillers, Incorporated, New York, N. Y.

96 proof

### PARK & TILFORD Private Stock

A BLEND OF STRAIGHT WHISKIES  
IN RYE OR BOURBON





## PENNSYLVANIA TIRES

**B**UY the tires that best meet today's demands! Pennsylvania Tires are by long odds the most beautiful on the market; moreover, they're built expressly for today's "rubber-killing" cars—the most modern tires you can buy in point of road-gripping safety, tractive power, braking efficiency, blowout resistance, cushioned quiet and long-lived endurance.

● Would you like proof? Write for the name of your nearest dealer; he'll be glad to demonstrate the exclusively extra values that "Fine Craftsmanship" builds into Pennsylvania Tires.

**PENNSYLVANIA**  
RUBBER CO. OF AMERICA, INC.

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*"Fine Craftsmanship in Rubber"*

## CLARK GABLE MEETS AN OLD SWEETHEART IN COURT



This happy reunion between Clark Gable and Miss Franz Doerfer of Portland, Ore. occurred in a Los Angeles courtroom on April 21. Miss Doerfer is an old sweetheart of the Great Screen Lover. Lately Gable has been receiving letters from one Mrs. Violet Norton of England, who claims that he is the father of her daughter Gwendoline, born in 1923. Gable turned the letters over to the U. S. District Attorney who arrested Mrs. Norton for using the mails to defraud. When the case came to trial Miss Doerfer was the star witness. She testified that Gable could not possibly have seduced Mrs. Norton in England in 1922, because at that time he was wooing her in Oregon. A jury convicted Mrs. Norton.



**Old Sweethearts** Gable and Doerfer are shown in the pictures above as they looked about 1922. He was a lumberjack and hops-picker, making \$3.20 a day, and she was the boss's daughter. When he proposed she turned him down. Now she says: "I was afraid he couldn't support me. He was a bashful beau. He stumbled and blushed when he asked me. Sometimes I wish I'd said yes."

**On the witness stand** in Los Angeles court the former sweethearts looked as they do in the pictures at left. "Gosh, it's great to see you again, Fran," said Clark.



**MONEY BACK**  
if you don't like...

**Pacer**  
REG. U. S. PAT. OFF.

...the sensational  
new sock with  
washable garter  
attached



55c and \$1

Patterns inspired by  
Esquire; quality  
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Never before has a sock roused such enthusiasm! Men try it, wear it one day, then lay in a supply. For Pacer, they say, is as great an improvement as the collar-attached shirt... and just as simple. Perfect-fitting attached garter rests at an easy natural angle on the leg for sure support and easy comfort. And it's CLEAN. Try a pair; you'll be delighted. Patterns or plain... at most good stores.

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Describes  
Your Eyes?



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IS SO SIMPLE

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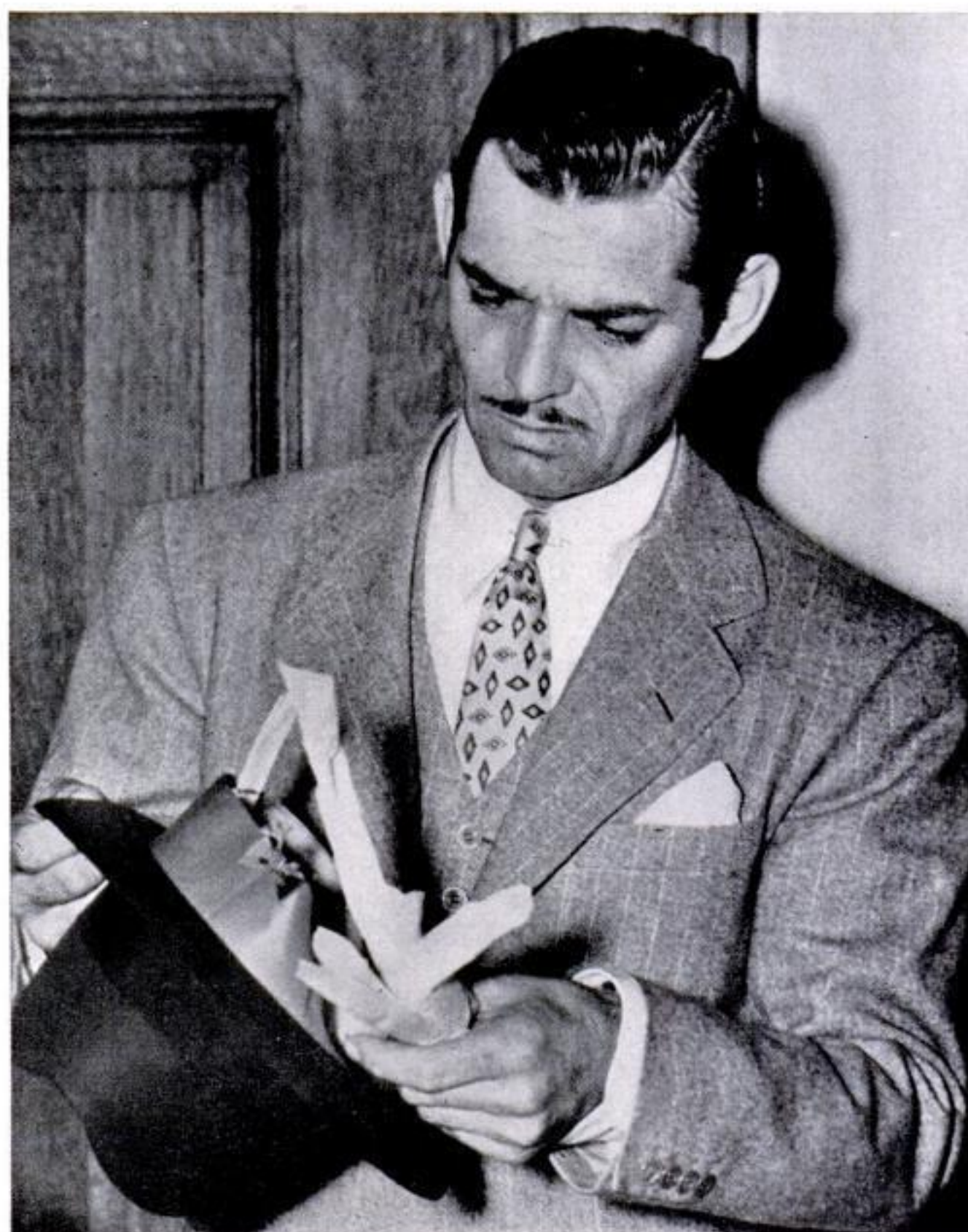
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## CLARK GABLE IN COURT (continued)

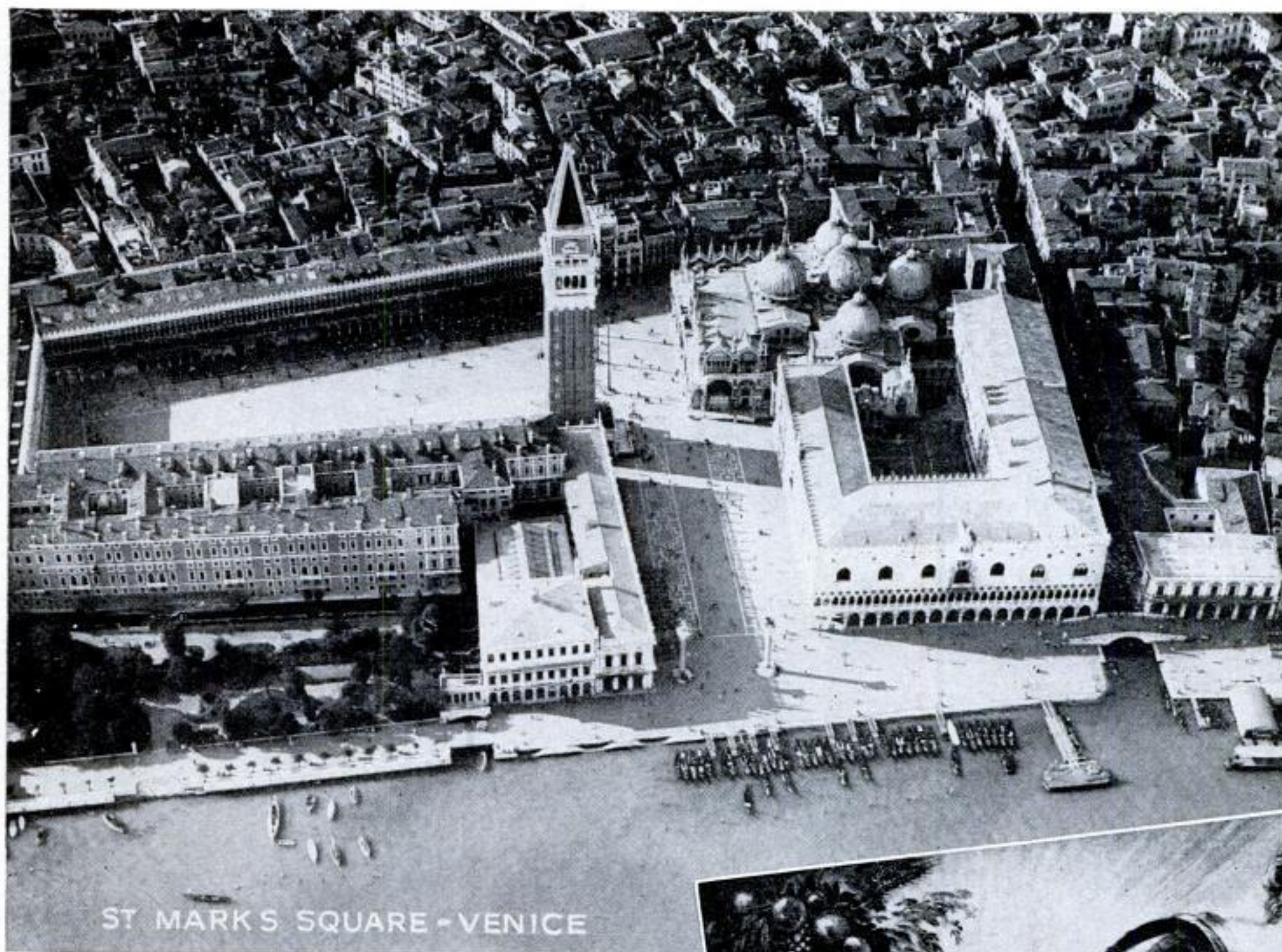


The mother and daughter who accused Clark Gable of paternity were Mrs. Violet Norton of England (right) and 14-year-old Gwendoline Norton. Mrs. Norton declared: "Hit's 'im all right. Hit's the syme big ears. Hit's the syme un'appy fyce that used to light up so tenderly when 'e 'eld me in 'is harms back in Billericay."



While Gable was testifying, playful reporters stuffed paper in his hat. Gable's own testimony and that of Miss Franz Doerfer sealed the case against Mrs. Norton.





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# ITALY

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The TINTORETTO EXHIBITION, showing, against the suggestive background of the Ca' Pesaro, authentic works of the great Master.

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A brilliant series of THEATRICAL PERFORMANCES in the open.

*From July 10th to September 3rd*

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V<sup>TH</sup> INTERNATIONAL FESTIVAL OF CONTEMPORARY MUSIC.

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**Humming Bird**

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# Private Lives



MRS. JAMES C. CLARK

On a recent Saturday, **James Cameron Clark** was in Reno getting a divorce from his second wife. The divorce granted, he hopped a plane east and next day married Mrs. Marion Taylor Gibson. The newlywed Clarks have much in common. Mr. Clark is heir to the big O.N.T. sewing-thread fortune. Mrs. Clark stands to inherit a great deal from her mother, Mrs. Moses Taylor, one of America's richest women. Mr. Clark's first wife had a famous ancestor, Commodore Cornelius Vanderbilt. Mrs. Clark's first husband, Langhorne Gibson, has a famous father, Artist Charles Dana Gibson. Mr. Clark is extremely fond of horses. So is Mrs. Clark.

Blonde **Alice Wallace** had a sad tale to tell a Schenectady, N. Y. court. In April 1935, she said, she married



ALICE WALLACE

Abraham Weinberg, under the innocent impression that he was a respectable businessman. Two months later she discovered that he was really "Bo" Weinberg, aide of Arthur Flegenheimer, better known now as the late Dutch Schultz. Mr. Weinberg disappeared at the time of the rubbing out of his boss, Mr. Schultz. He hasn't been seen around since and it is fairly certain that he has died. Alice Wallace Weinberg, however, was taking no chances. Since the probably-late Mr. Weinberg had married her under false pretenses, she told the court, she wanted the marriage annulled. The court obliged. Miss Wallace is an ex-showgirl whose chief claim to fame,



MONAEI GROVES

except for her unfortunate marriage, is that she was one of the many blonde friends of eccentric, blonde-loving Tommy Manville, asbestos heir.

Pretty **Monaei Lindley Groves** had reason to weep. First her husband, who is Wallace Groves, rising Wall Street financier, ran off with her three-months-old son. Then no sooner had she found her baby than her father died. By the time she got back from the funeral, skies were clearing. Mr. Groves tractably agreed to return his son to his mother, and Mrs. Groves, who used to act in movies, prepared for a journey to Reno.

The Boggs case of Santa Cruz, Calif., included all the hackneyed details of a musical-comedy black-out plot. The cracking joke that would black out the lights should have been provided by young **Danny Renear**, 12. The plot: Danny goes with his mother, Mrs. Sally Boggs, to sleep at a friend's house. Danny's jealous stepfather, Allan Boggs, 53, follows his wife, who is 16 years his junior. He bursts into the bedroom with a loaded revolver. In one twin bed he sees his attractive brunette wife. In the other he sees a sleeping male. The jealous husband, a former army officer, cocks his pistol. The sound wakes up the sleeping male and the jealous husband sees it is only his stepson, Danny. So the joke is on the old man. *Black-out.* The Boggs case actually followed this pattern until the denouement and there lies the trouble with the Boggs case as



DANNY RENEAR



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Knee Lengths  
for Summer Comfort

For all their sheerness, Davencrepes are amazingly durable. This was demonstrated recently by the U. S. Testing Co. laboratories, where Davencrepes outwore ten other leading brands.

The secret lies in the *Invisible Extra Silk* which protects every inch of every thread.

We take more silk than is usual — actually a *mile* more — and twist it so the extra thread vanishes from sight. And that adds wear to beauty.

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and aroma of this  
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If Edgeworth is not the most delicious pipe tobacco you ever smoked or if it bites your tongue, your money will be cheerfully refunded.

**NOTE:** There are three kinds of Edgeworth for you to choose from:

1—Edgeworth Ready-Rubbed—a cool, long-burning tobacco preferred by seasoned pipe smokers.

2—Edgeworth Plug Slice—for the pipe smoker who likes to crumble the tobacco in his hands until it's just right for him.

3—Edgeworth Jr—for the pipe (and cigarette) smoker—the same tobacco also Process-Aged, but cut for "roll your own" and manufactured to give the beginner a milder, more free-burning smoke.

**EDGEWORTH AND  
EDGEWORTH JR.**  
*Smoking Tobaccos*



BERTRAND RUSSELL AND YOUNG FRIENDS

musical-comedy material. The sleeping male didn't wake soon enough. His jealous stepfather didn't see that it was Danny, his stepson until he had fired two shots into his wife's body, killed her.

At the age of 64, **Bertrand Russell**, famed British writer and advanced thinker, was proud to announce that he had become the father of a boy. His third wife, Helen Spence, is only 26. She was named as co-respondent when the second Mrs. Russell divorced her husband two years ago. Famed as her husband for liberal sex views, Dora Russell shocked the divorce court by announcing that in 1932 she and her husband had signed a document condoning their frequent infidelity. But Mr. Russell had gone too far, she said, by having an affair with Miss Spence after the document was signed. The divorce was granted and Mr. Russell married Miss Spence. Actually Mr. Russell is Earl Russell, a title inherited from his brother who was a bigamist. He prefers to be plain Mr. Russell.

Proudly Mr. Witold Wankowicz, Counselor to the Polish Embassy in Washington, announced the engagement of his daughter, Irene Anne, 19, to Stanislaw Kazimierz Chosciak-Popiel of Kurozweki, Poland. Pleased, **Irene Anne Wankowicz** sat her pretty self down before a Washington cameraman, patiently waited while her wide satin skirt was properly

draped, and smiled for her official engagement picture (*below*).

In London, David Field **Beatty**, 2nd Earl, eldest son of the late Wartime Admiral of the British Navy, married an American lady, Dorothy Power Sands of Virginia. Earl Beatty himself is half-American. His mother was the only daughter of Marshall Field, who founded the great Chicago store. She inherited \$6,000,000 from her father in 1906 and a good share of her fortune went to her son, David, when she died in 1932. When his father the Admiral died last year, David Beatty became Earl Beatty and gave up his seat in the House of Commons to take his seat in the House of Lords.



EARL BEATTY & BRIDE



IRENE ANNE WANKOWICZ



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COUNTRY  
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● **WHETHER** she's being sophisticated in town, or sporting in the country, the smart woman is groomed to her finger-tips . . . and perfect grooming this summer will demand the perfect nail polish shade for your costume and the occasion. General rule: Lighter for town-wear and evening; darker and dusky for sports. All these shades have the new rosy underglow that makes fingers tanned or fingers white look softer and more feminine.

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new, smart shades, or  
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Order Billy Baxter Quinine Soda, arrange for your country club to keep it for you, be progressive, be convinced, be one of the first to know, to understand, to appreciate.

Recipe for Gin and Tonic on request  
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## LIFE'S PICTURES



Alonzo W. Pond is better known as an anthropologist than as a photographer but two years ago he performed the gymnastic feat of roping himself and his camera to a Kentucky cliff in order to photograph Lost John the Indian miner (see p. 50). Exploring anthropologist, he led two expeditions to North Africa for Beloit College, in search of prehistoric man.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

- 8—INT.
- 10—P. I.
- 11—RUSSELL AIKINS, P. I.—U. & U.—EUROPEAN-NEWSPHOTOS
- 13—PAUL THOMPSON—THOS. D. MCAVOY—U. & U.
- 17—P. I.
- 18—P. I.—W. W.
- 19—INT.—P. I.
- 20, 21—P. I.
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- 25—P. I.
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- 27—MILWAUKEE JOURNAL PHOTOS BY PHOTOGRAPHER FRANK J. SCHERSCHEL—EDDIE MURPHY from SAN FRANCISCO NEWS
- 28—EISENSTAEDT-PIX-REX HARDY JR.
- 29—FAIRCHILD AERIAL SURVEYS, INC.—RALPH STEINER—PETER STACKPOLE, EISENSTAEDT-PIX, RALPH STEINER—EISENSTAEDT-PIX, RALPH STEINER (2)
- 30—EISENSTAEDT-PIX
- 31—EISENSTAEDT-PIX etc. cen. PETER STACKPOLE—MARTIN MUNKÁCSI, EISENSTAEDT-PIX (2)
- 32—Top lt. & rt., cen. lt., bot. rt. EISENSTAEDT-PIX; top cen., cen. rt., bot. lt. MARTIN MUNKÁCSI
- 33, 34—EISENSTAEDT-PIX
- 35—EISENSTAEDT-PIX etc. bot. lt. MARTIN MUNKÁCSI & bot. rt. PETER STACKPOLE
- 36, 37—MARTIN MUNKÁCSI
- 38—SELENICK INTERNATIONAL
- 41—SELENICK INTERNATIONAL etc. top rt.—PETER STACKPOLE
- 44—PETER A. JULEY & SON—THOS. D. MCAVOY
- 45, 46, 47—FERNAND BOURGES
- 49—W. W.
- 50—ALONZO W. POND
- 52—P. I.
- 55, 56, 57, 58—M. D. EDMONDS
- 63—Map by TOBIAS MOSS, P. I.
- 64—P. I. etc. cen. lt.—INT.
- 65—P. I.
- 66—EISENSTAEDT-PIX—P. I., W. W.
- 67—EISENSTAEDT-PIX—U. & U., W. W.
- 68—W. W. etc. top lt. KEY.
- 69—P. I.—S. KIUCHI, ACME—W. W.
- 70, 71—NATORI from BLACK STAR
- 72—PAUL DORSEY—INT.—P. I., PAUL DORSEY
- 74—P. I.
- 76—INT.
- 77—KEY.—ACME—H. & E.
- 78—ROBERT P. HOLLAND
- 80—JEROME ZERBE etc. third row—INT.
- 81—JEROME ZERBE—INT., JEROME ZERBE, ACME—JEROME ZERBE, ACME, INT.—INT.
- 82—JEROME ZERBE
- 84—ACME—P. I.—BROWN BROTHERS (2)

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTRE; EXC., EXCEPT; LT., LEFT; RT., RIGHT; H. & E., HARRIS & EWING; INT., INTERNATIONAL; KEY., KEYSTONE; P. I., PICTURES INC.; U. & U., UNDERWOOD & UNDERWOOD; W. W., WIDE WORLD.

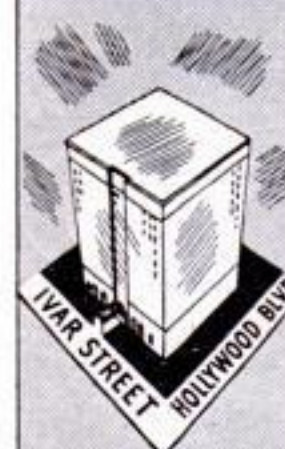


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Land on July 1 in the Azores with their tropical beauty . . . a few days later at Le Verdon for excursions to Bordeaux and Biarritz. Spend two memorable days in Brittany with its quaint old towns and its picturesque local costumes.

Visit Ireland, in summer truly "The Emerald Isle." Here the Cruise will call at Cobh (a few miles from Cork and the Blarney Castle), at lovely Glengariff on Bantry Bay, and at Kingstown, the deep-sea port of Dublin, for an excursion to Dublin itself. (There will be time for a motor trip completely across Ireland, by way of the Killarney Lakes). North Wales is also on the cruise program.

See Oban, the famous seashore resort of the Scottish Highlands; Edinburgh, the Scottish capital, and Lerwick in the Shetland Islands.

Sail by day (on July 18 and 19) through some of the grandest of Norway's spectacular fjords. See Bergen, the great Norwegian fishing port; Oslo, the national capital; Gothenburg in Sweden, and gay Copenhagen in Denmark. (From Copenhagen there will be an excursion to Berlin without omitting any of the cruise ports).

Land on July 26 at Cuxhaven in Germany for an excursion to Hamburg. Land at the Hook of Holland for a trip to The Hague.

Finally on July 28 the Cruise will end at Havre. You may sail for America that same day on the "Normandie" and arrive in New York on August 2, or you may stay in Europe and return by other liners of the French Line up to the end of the year. Cruise rates (\$565 up) include return voyage. Shore excursions are additional.

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# Life Goes to a Party

IN HONOR OF ELSA MAXWELL WITH THE  
NEW YORK CAFÉ SOCIETY OF TODAY

Mrs. William Astor and Mrs. Stuyvesant Fish would turn in their graves if they were in a position to suspect it, but Society in New York today is based primarily not on Connections or even Wealth but is a heterogeneous affair composed of people of varied antecedents and occupations who like to have a good time and who know how to have it. The current symbol of social success, in the terms of the café society which has come to be the only active society, is not a house at Newport or a box at the Opera or a diamond tiara or a man on the box, but a fat, energetic, rather caustic woman called Elsa Maxwell who has never had any pretensions whatsoever toward aristocracy and whose genius for giving informal parties has in recent years superimposed a gayer if somewhat honky-tonk pattern on a Society which has been getting increasingly moribund since the War. There are still debutante parties on Manhattan and Long Island and there are still Knickerbocker Assemblies where white gloves are obligatory and three receiving hostesses and the polka inevitable features, and there is still an Old Guard composed chiefly of Mrs. H. McK. Twombly and Mrs. Henry White and Mrs. Watts Sherman who live in great houses on Fifth Avenue and to whom Elsa Maxwell is scarcely even a name, but their children and their grandchildren prefer gaiety to stuffiness and exhibitionism to reticence, and the top party of the recent season was an informal affair held at the Waldorf April 16, where people came in fancy dress and photographers were welcome and the guest of honor was Miss Maxwell. Underwritten by a score or so of prominent New Yorkers, its guest list was dictated by La Maxwell, who has a gift for weeding out stuffed shirts, heavyweight intellectuals, and people who don't know how to have a good time at parties. To it came fun-loving Big Business in the persons of Myron Taylor and Winthrop Aldrich and John Mortimer Schiff; hedonistic descendants of old-line Society bearing names like Auchincloss and Frelinghuysen and Livingston and de Rham; Foreign Nobility from families like Obolensky and Romanoff and Potoki; Talent in the shapes of Ina Claire and Beatrice Lillie. Mrs. Cornelius Vanderbilt was not present but the Willy K.'s and the Cornelius Vanderbilt Whitneys were. Talent ogled Ancestry and Ancestry ogled Industry and Industry ogled Titles to their collective satisfaction but somehow a valid common denominator was lacking and the gathering represented nothing more meaningful than café society. The following Monday Joseph Medill Paterson, sociologically-minded millionaire publisher of the tabloid *Daily News*, took a full page in the N. Y. *World Telegram* to advertise his Nancy Randolph's coverage of "Café Society," a term invented by Mr. Hearst's Maury H. B. Paul, highest-paid society reporter in the country.

The evening's entertainment found an appreciative audience among the Elsa Maxwell party guests. Here Elsa, dainty in white ruffled organdie, has a dainty hand on William Rhinelander Stewart's leg.

Elsa Maxwell clasps Clifton Webb in motherly fashion at the party given in her honor.

Mrs. T. Suffern Tailor's ostrich-feather bareback riding kit eclipses George Atwell Jr.

Helen Hayes admires the general scene as Gilbert Miller admires her.

Gloria Baker gently bombards Ottavio Prochet with confetti.

Edna May Harris, colored singer, entertains the party guests.







Five "burlesque queens": Della Carroll, Reginald Gardiner, Elsa, Bert Lahr and Beatrice Lillie, a neophyte.



Mary Virginia Ranck, lovely in gingham, poses for an artist.



Mrs. Byron Foy of New York dances with Albert Dewey of Washington.



Jack Munroe (left) at the Elsa Maxwell party, looks somewhat more serious than the average guest.



Vivian Dixon, popular niece of the late Ambassador to France Jesse Isidor Straus, sports red carnations in her hair.



Ina Claire neatly executes a step reminiscent of a Degas sketch.



Mrs. John Schiff, Minnehaha for the evening, chats with her brother-in-law T. Suffern Tailer.

Mrs. J. Gordon Douglas, rarely photographed, deftly applies her lipstick at the Maxwell party.

*Photographs for LIFE by Jerome Zerbe.*



# FOR SALE!

## Millionaire's Vacation

AT THE COST OF AN ORDINARY HOLIDAY



**THIS** year the Evergreen Playground offers you a variety of things to do and see within one territory that you would have to tour the world to duplicate. The cool green forests of Oregon and its broad untouched sandy beaches and picturesque rivers . . . Washington's mountain-rimmed Puget Sound with its alpine wonderlands and island playgrounds . . . the charm and tempo of the Old World in British Columbia, Canada . . . All these, and more, you'll find in this rare holiday package. It's a vacation in two nations (the U. S. and Canada). And from sea-level to ski-level, here is every holiday sport and thrill under a cool sun! Fun and relaxation for all. In a word: a millionaire's vacation at the cost of an ordinary holiday!



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Please send me new FREE Illustrated Travelogue and Guidebook.

NAME.....

ADDRESS..... STATE.....

\*Portland, Ore.—Tacoma, Seattle, Bellingham, Wn.—Vancouver, Victoria, B.C.

## Life's Party (continued)



Backs: Mrs. T. Markoe Robertson and Harold Talbott.

Back: Ina Claire.  
Front: Mrs. W. R. Stewart.

Backs: Mrs. Byrnes McDonauld, Doris Duke.



Above, left: Eleanor Young and beaux.  
Above: Gloria Baker and Robert Glaenzer.



Another back was Mrs. Harold Talbott's, dancing with John Mortimer Schiff.





## DON'T RILE ROYALTY

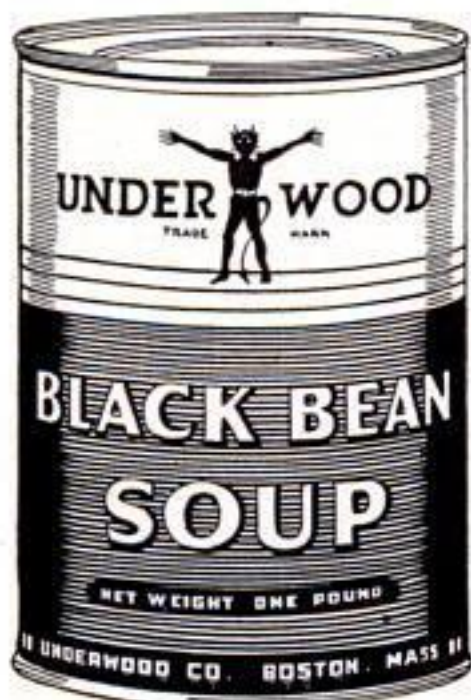
### SERVE UNDERWOOD'S

When only the best will do, start your dinner with Underwood Black Bean Soup. Rich, full-bodied, velvet-smooth... here's a dish, truly, to set before a queen.

Some gourmets hold that a dash of sherry brings out its delicate flavor. (It is delicious that way.) Actually all you need to do to Underwood Black Bean Soup is heat it and add a bit of lemon and a slice of hard-boiled egg to each plateful.

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Willing Subjects for Camera Hunters



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First Bridge



Broad Highways to 10,000 Lakes



Safe, White, Sandy Beaches Everywhere



Giant Fish to Test Skill and Tackle

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Gentlemen:

I want to get in on this FUN. Please send details on a Marvellous Minnesota vacation amid the 10,000 lakes to

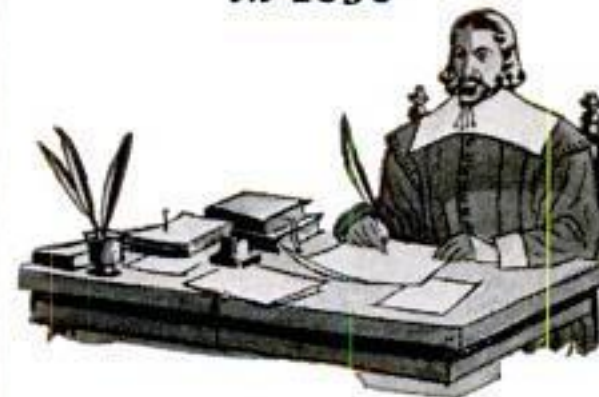
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*"A Paradise"*

wrote

Governor John Winthrop  
in 1630



Today~

## SIX NEW ENGLAND GOVERNORS INVITE YOU

"We, the Governors of six New England states, invite you this summer to visit a modern vacation paradise. Enjoy its charm and natural beauty—smooth, gleaming beaches, headlands buffeted with spray, mountains purple against the sky, smiling lakes, old colonial towns. Meet the real 'Down East' Yankee—sturdy, thrifty, lovable, and loyal. Play golf, tennis, swim, hike, sail—or choose your favorite sport in a climate that stays cool."



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Write today for this official New England booklet. 40 pages fully illustrated. A magazine value, free while they last. Plan no vacation until you have seen it. Clip the coupon now.



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Please send me my free copy of your New England Vacation Booklet LF-27.

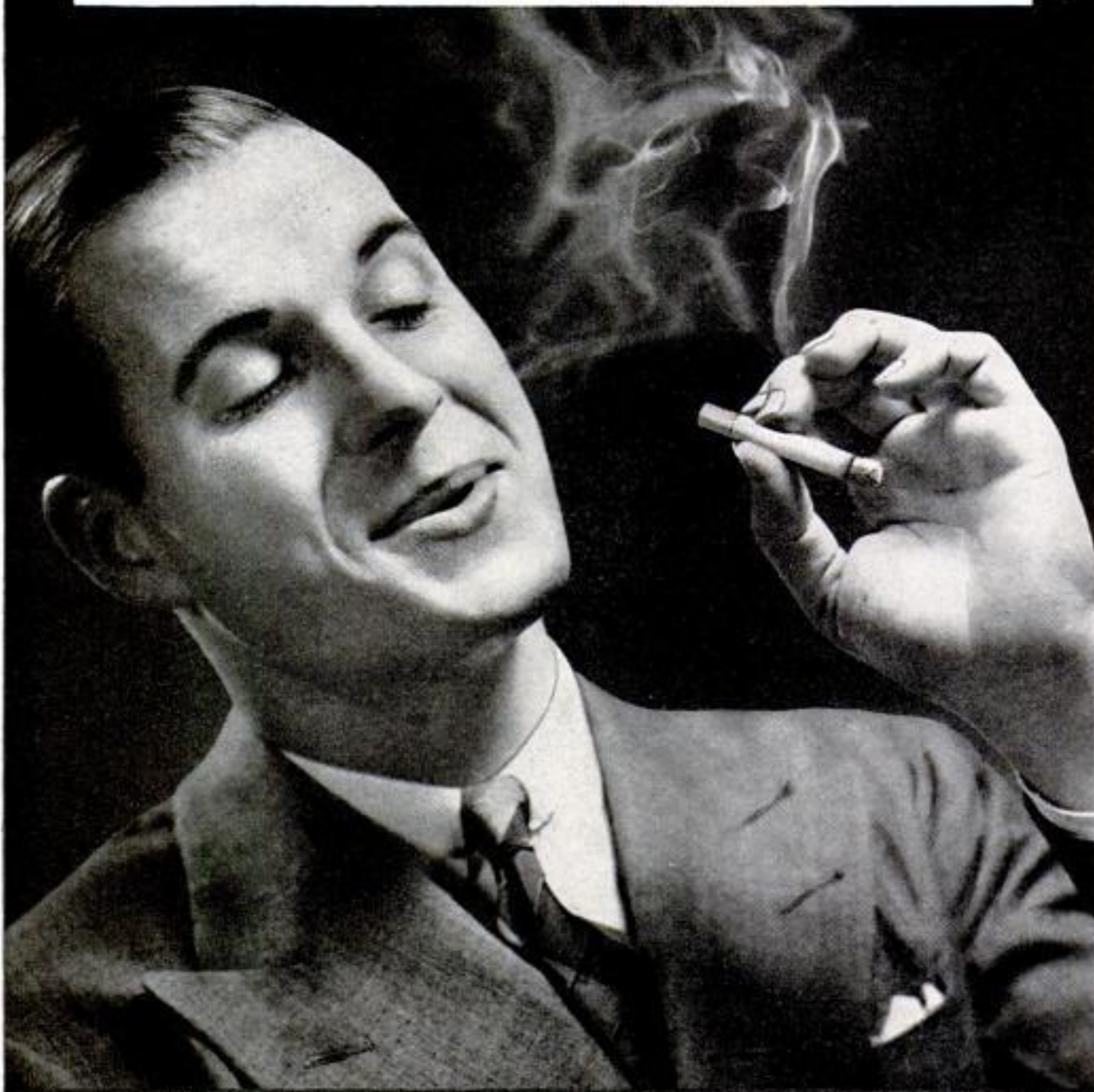
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**HERE'S A SMOKE YOU  
CAN REALLY ENJOY...**  
*no loose tobacco to P-F-F-T!*



**NEW IMPROVED FILTER TIP**  
brings out real tobacco flavor



HAVE you tried the NEW Viceroy's? They're a revelation of real smoking pleasure! Not only are irritating crumbs of tobacco kept from your mouth and throat, but the new filter tip brings out the full flavor of this grand blend of Turkish-Domestic tobaccos. Buy a pack of Viceroy's today! Brown & Williamson Tobacco Corporation, Louisville, Kentucky.



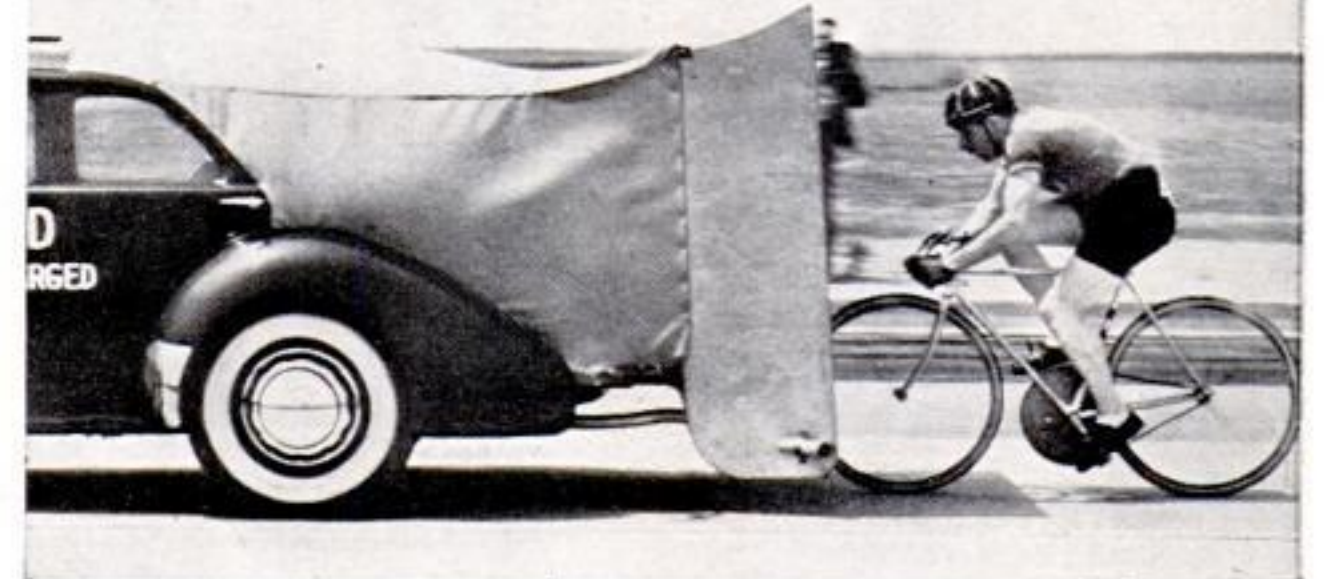
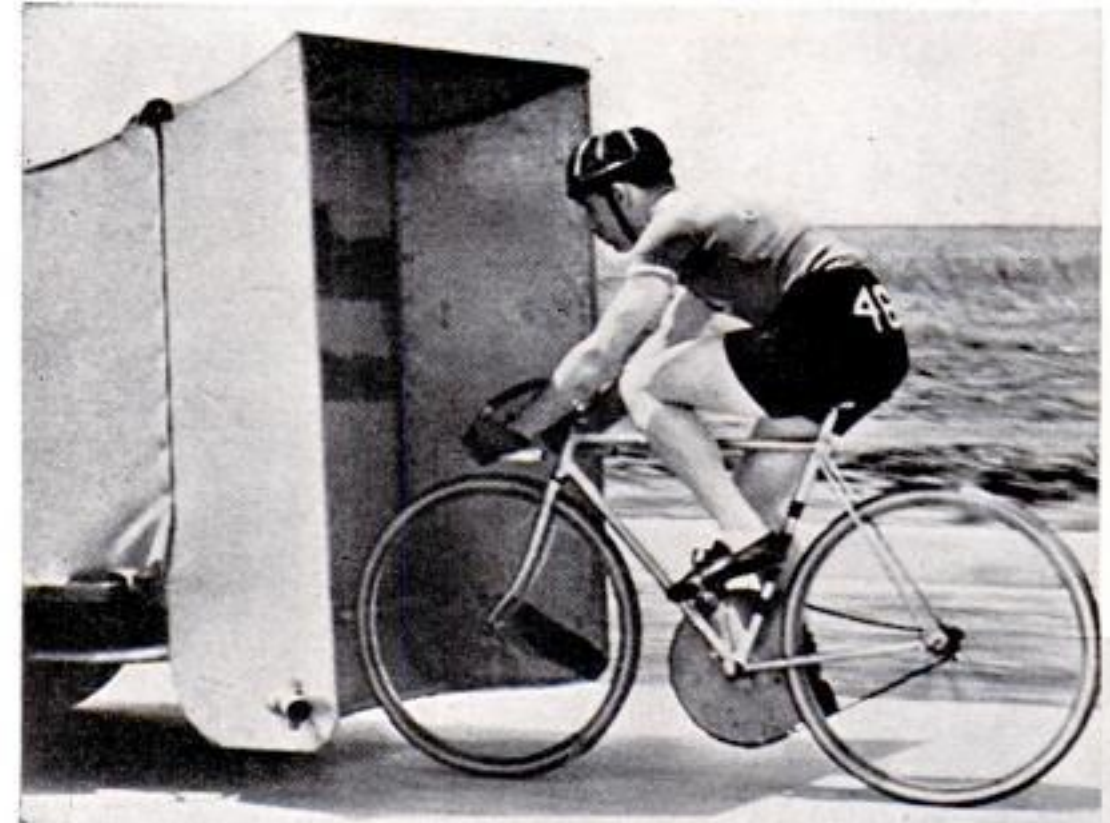
**Viceroy 15**  
UNION MADE

THE FILTER TIP MAKES YOUR SMOKE COME CLEAN

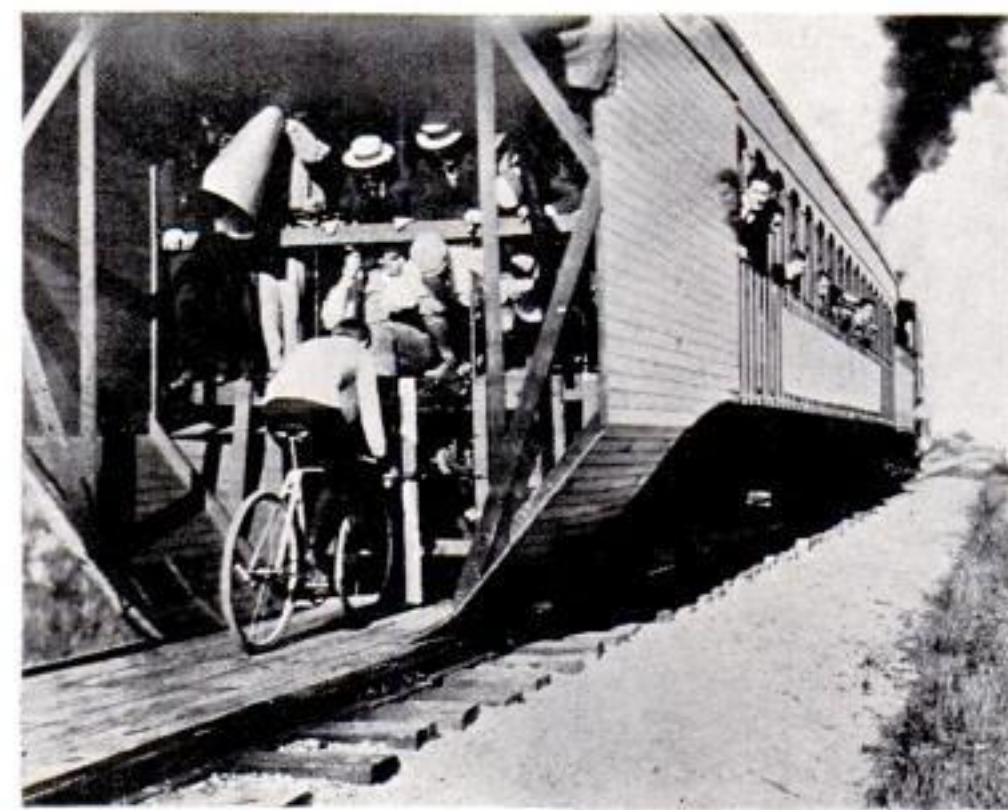
TUNE IN JACK PEARL (BARON MUNCHEUSEN) NBC BLUENETWORK, FRIDAYS 10 P. M., E.S.T.

## TWO BICYCLE RECORDS SPAN 38 YEARS

On June 30, 1899, Charles M. Murphy, a professional bike-rider at the time, broke the world's record for bicycle speed when, riding along a special board track behind a Long Island Railroad train, he covered a mile in 57 $\frac{1}{2}$  seconds. On April 16 last, in Los Angeles, Albert Marquet of France, riding in the rear of a fast automobile, pedaled a mile in 41 $\frac{1}{2}$  seconds, an average speed of 86.95 miles an hour. Between Murphy and Marquet the best time had been 80.5 m.p.h. Below you see the two men on the historic occasions of their record-shattering achievements.



This wind-breaking shield, attached to the automobile which paced him, helped Albert Marquet achieve his amazing speed. Above, top to bottom, you see him on a trial spin going 68 m.p.h. and officially crossing the finish line.



This wind-breaking wooden stall, attached to the railroad train which paced him, helped Charles Murphy make his record. At right you see him on a trial spin on the special plankway. He is now a retired policeman.





## Simple Skin Care



Yet it brings satisfying results

CLEANSE YOUR skin thoroughly—at least once a day—with warm water and the luxuriant, lightly medicated lather of Resinol Soap. Enjoy its tonic-like Resinol fragrance as it gently but deeply cleanses and stimulates the tiny pores. No harsh ingredients to roughen or irritate.

To any little pimply spot, cold sore, chapped place, or like surface irritation, apply Resinol Ointment. Its oily base enables the Resinol medication to give quick relief and hasten healing.

All druggists sell Resinol Soap and Ointment. For free sample, write Resinol, Dept. 11-A, Baltimore, Md.



# Resinol

Ointment and Soap



THIS NEW INK WORKS EQUALLY WELL IN STEEL OR FOUNTAIN PENS.

## EQUALS OR BETTERS U.S. GOV'T. STANDARDS

IN THESE 8 IMPORTANT RESPECTS:

1. Water-resisting
2. Anti-fading
3. Non-clogging
4. Quick-drying
5. Correct flowing
6. Anti-corroding
7. Non-molding
8. Anti-deposit forming

When chemists tested The Parker Pen Company's new \$68,000 ink creation—Parker PERMANENT Quink, in Royal Blue, Blue-Black and Black—they found it to equal or surpass U. S. Gov't. Standards in 8 ways. PERMANENT Quink makes office records as permanent as paper—flows at exactly your writing speed—works perfectly in steel and fountain pens—is anti-deposit forming, 24 times better than Gov't. Standard; 56% more anti-corrosive. And Parker Quink does this:

1. Cleans any pen as it writes. Contains a harmless ingredient that dissolves sediment left by pen-clogging inks.  
2. Quink dries ON PAPER 31% faster than old-style; much faster than Gov't. Standard—yet does NOT dry in a pen.  
Made 2 ways—WASHABLE for home and school—PERMANENT in all standard colors for accounting, etc. Parker Quink is always rich, brilliant—never watery. Get it at any store selling ink. From small bottles at 15c and 25c, up to quarts, 5-gal. jugs and 50-gal. kegs.

**Parker Quink**  
Made by  
The Parker Pen Co.

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### FREE

Explains latest inventions, methods in Photography and Home Movie Making, for fun and profit.

Offers hundreds of amazing money-saving bargains in still and movie cameras, lenses, films, etc. Used equipment accepted in trade. Satisfaction guaranteed!

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There's a dividend of extra richness in every drop of OLD QUAKER. Why? Because we put a barrel of quality into every bottle, without asking you to put up a barrel of dough-re-mi to buy it.

SCHENLEY'S  
**OLD QUAKER**  
BRAND

STRAIGHT WHISKEY—AS YOU PREFER  
IN BOURBON OR RYE

COPR. 1937, THE OLD QUAKER CO.  
LAWRENCEBURG, INDIANA

## Sale!

To Make Room for the Incoming New Models...  
We Offer the Famous

**Voigtlander**  
**BRILLIANT**  
Camera



WITH F4.5  
SKOPAR LENS  
IN COMPUR  
SHUTTER

AT  
**\$24<sup>00</sup>**

Regular Price \$39.50

There was no other camera like it at the regular price... now, at this new special price it's an unparalleled value.

The Voigtlander Brilliant Camera enables you to see your pictures almost FULL SIZE in the reflecting finder, before you snap the shutter.

Compact, light in weight, and easy to carry. Takes standard Brownie No. 2 film and makes 12 pictures to the roll, size 2 1/4 x 2 1/4.

Eveready Leather Case with Shoulder Strap, \$4.50.

TRADE IN  
YOUR OLD  
CAMERA

See it demonstrated in our store or send check or money order to Dept. BRL, and we will ship it prepaid on 10 days trial. Money back if not satisfied.

## Willoughbys

World's Largest Exclusive Camera Supply House

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**ALL PURPOSE**  
**MOTO-TOOL**

**10 DAY MONEY BACK TRIAL**

For Home—Shop—School—Profession

Grinds, drills, engraves, routes, carves, sharpens, polishes and does hundreds of jobs quicker, better and with greater precision. Handles easily as a pencil—weighs only six ounces, and is amazingly powerful! 110-volt Universal Moto—about 20,000 r.p.m. Handy built-in switch. Universal Collet Chuck. Bakelite housing. You must see and use it to appreciate its tremendous value.

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ONLY \$9.85  
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## A TREASURED RECORD



of history's greatest romance. Large mounted bufftone photograph of former King Edward VIII and Wallis Simpson and beautiful reprint of Edward's immortal farewell radio address—in 8"x17" vellum brochure... envelope to match. Prepaid in separate folder 50c...3 for \$1.25. Supply is limited...Send stamps today. Copyrighted.

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## SHOOTING \$3<sup>25</sup>

WHAT WILL HE GET?



If he used a WESTON Exposure Meter, and thus made sure the f stop setting is correct, he will get a reel with every frame correctly exposed.

So can you... every time... if you use the WESTON. Pointed at the scene or subject to be photographed, this compact meter accurately measures the reflected light, and gives correct camera settings. Takes but a second to use, and insures correctly exposed negatives no matter what type of camera or film is used... indoors or out. Ideal for color



film. See the WESTON at your dealer's, or send coupon for literature.

## WESTON Exposure Meter

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Send literature on WESTON Exposure Meter.

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ONE of the safest and most comfortable supports for reducible rupture is the improved Brooks Appliance with its soft, automatic air-cushion. Many thousands have been ordered by physicians for patients as well as for personal use. Made for men, women and children, it is light, neat-fitting, and without springs or hard pads. Being washable, it can be kept sanitary.

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Each Appliance is made especially for the individual case from information easily filled in on our Fitting Chart. The Brooks Appliance is low-priced and sent on trial with simple instructions for adjusting in the privacy of your home. It can be returned if the user is not entirely satisfied. Don't neglect rupture.

Never sold in stores, so write us, direct, for full information and our liberal trial offer which will be sent in a plain envelope. All correspondence confidential.

**BROOKS COMPANY, 365 State St., Marshall, Mich.**  
Since 1897 Specialists in the Manufacture and Fitting of Appliances for all forms of Reducible Hernia



**LOOK**, new picture monthly, hit the newsstands in January. Picture conscious newsdealers displayed the newcomer; the public grabbed it.



Newsstand sales of first **LOOK** topped first issue of any magazine ever published. Second **LOOK** sold over a million. Each succeeding **LOOK** outsold preceding issue.



"We want it more often," said public, so now **LOOK** comes out every - other - Tuesday. Current **LOOK** contains thrilling pictures of birth of puppies by Caesarean.



Get your **LOOK** at nearest newsstand. See "Strange Things Women Do to Be Beautiful." Remember—a new **LOOK** every - other - Tuesday.

# NOW

## EVERY OTHER TUESDAY TAKE

# A

# LOOK

## FOR A DIME



## 10¢ A DAY

**Buys Sensational  
NEW Movie  
Camera**

**\$9.95  
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**30-DAY TRIAL**

### WRITTEN GUARANTEE

If UniveX does not live up to your highest expectations, you can return it and we will refund your money without question or argument. One-year written guarantee bond protects you!

The most amazing movie camera value in the world—and yours for only 10¢ a day! The only one selling for less than \$30... the only one using UniveX Cine Film costing only 60¢ a roll—that makes movies at less cost than snapshots! Sturdily built

for a lifetime of enjoyment. Beautifully designed, finely-balanced, so compact it can easily be held in one hand. No complicated gadgets. Easy to operate. Sharp, clear, theatre-quality movies that screen up to 34"x24". All you do is press a button!

### DON'T DELAY! PRICES GOING UP!

Because of rapidly advancing costs, prices may go up any day! Start enjoying the thrills that come with owning a fine movie camera. Doubly enjoyable when you buy it for 1/2 the price of other 8 mm. cameras and on the "Modern" 10¢-a-day plan. Mail coupon for free illustrated literature giving complete details.



**Only 8 mm. Projector for Less Than \$26!** Takes all 8 mm. film including professionally-made movies! 15 minutes continuous projection capacity; 15 other important features. Backed by written guarantee. . . . **\$14.95**

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## PHOTO ENLARGEMENTS

**5¢ ANY  
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Is Photography your hobby? Do you want a profitable easy business at home? Make **PHOTO ENLARGEMENTS** for yourself and others. Your cost 3¢ each and less. The Ideal Photo Enlarger is **AUTOMATIC**. No experience required. Also **COPIES** any picture. **\$5.94 COMPLETE**. Interesting circular **FREE**.

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**In 5 to 10 Days...**

## FRECKLES DISAPPEAR

*like magic!*

Here's a wonderful new formula cream that removes freckles quickly but gently while you sleep. Simply apply Nadinola Freckle Cream over face and arms at night. Day by day skin becomes fresher, clearer, softer. Soon freckles, along with other facial blemishes, disappear—usually in 5 to 10 days. Nadinola Freckle Cream is guaranteed by a laboratory with over 37 years experience in skin treatment. Only 60¢ at drug and toilet counters; 10¢ size at Ten Cent Stores—or

### MAIL THIS COUPON

NADINOLA, Dept. 246, Paris, Tenn.  
Enclosed is ten cents. Please send me **postpaid** a full size 10¢ jar of Nadinola Freckle Cream.

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**NADINOLA Freckle Cream**



# PICTURES TO THE EDITORS



Group F. 64 (see letter, below left) was founded by Willard Van Dyke as a revolt against the "art photograph." At the left is Mr. Van Dyke and his camera. Below are samples of his fine work.

## F. 64

Sirs:

The statement that Edward Weston founded "Group F. 64" is erroneous and the name "Group F. 64" was chosen not for the reason LIFE states (LIFE, April 12). In 1933 Lloyd Rollins was director of the De Young Museum and the Palace of the Legion of Honor in San Francisco. Rollins was interested in photography and gave it a place in his exhibitions. Because of the interest engendered, a group of California photographers found that they had similar aims and worked in a similar way. Roughly this was to render the tonal gradations and the textural surfaces of their subject material in as realistic a way as possible. About this time, Willard Van Dyke, a one-time pupil of Edward Weston, opened a gallery in Oakland. Among the exhibitions was a large percentage of photography. Photographers who attended these and Rollins' shows, decided to hold a group showing. Van Dyke was responsible for the organization of the group, and for its name, Group F. 64, which was chosen not because its members were fond of using that stop, but because they found that smaller stops gave the greater depth of focus necessary to the clarity of their work.

MARTIN HARRIS

New York, N. Y.



Here's  
your answer

Men—we've made another great advance in shaving. Instead of producing one shaving cream that would try to fit everybody, we are now making *two* Mennen Shaves, one for the man with *oily* beard and skin, and one for the fellow with *dry* beard and skin.

Mind you, *everybody's* face tends either toward oiliness or dryness. *Your* face, too. In other words, one of the Mennen Creams is *made for you*. Mennen Lather Shave removes excess oil, so that the lather and water can soak into whiskers quicker and wilt 'em more completely; and it cleanses the pores. But Mennen Brushless, while it wilts whiskers, *conserves* oil and relieves dryness, and tautness; and it's a cream, not a grease.

You owe it to yourself to find out which Mennen Cream fits *your* face. Send 10c for the Mennen Skin Tester Kit, containing liberal demonstration sizes of 5 Mennen Products—including both Lather Shave and Brushless (as well as Skin Bracer, Skin Balm and Talcum for Men). Address Dept. E-5-3 The Mennen Co., Newark, N. J.

for  
OILY  
SKIN

for  
DRY  
SKIN







### Mary Astor No Moth Worries for her Beautiful Clothes at Selznick International Studios

Your clothes are just as important to you. Now get rid of moth dangers as movie stars do. Spray with Larvex today.

→ Spraying with Larvex is the complete safeguard advised by scientists and used by manufacturers of costly woollens. It penetrates to the very center of every woolen fibre. Moths starve to death rather than eat the fabric.

Odorless, stainless, Larvex does away with the clothes storage problem, too, for one Larvex spraying lasts a full 12 months.

Spray with Larvex today and forget the moth problem this year!



Mothproof with **LARVEX** and be sure

### Walt Disney WANTS ARTISTS



And offers exceptional opportunities to trained male cartoonists, commercial, caricaturists, and fine artists. Write for particulars, giving age and occupation. Apply Dept. L

Walt Disney Productions, Ltd.  
2710 Hyperion Ave. Hollywood, Calif.  
Send no Samples!



### HELP YOUR HAIR!

You can! Follow Glover's System and persevere with it.

It consists of conditioning the scalp—using Glover's Mange Medicine and systematic Massage. Shampoo with Glover's Medicated Soap. At all Druggists. Your Barber can give you Glover's.

**GLOVER'S** MANGE MEDICINE

## SQUIRM IF YOU MUST...



### YOU'RE ALWAYS AT EASE IN Y-FRONT Shorts

TRADE MARK REG.

You're sure to do the wrong thing—sooner or later—if you're a victim of bunchy, binding underwear. You can stand just so much discomfort—and then *bang* goes the water glass as you struggle for freedom.

You're always at ease in Coopers Masculinized Underwear—whether dancing or sitting or pulling a romantic oar in summer moonlight. There's plenty of *give* for outdoor athletics—snug, trim fit for perfect grooming. And comfortable, restful support! Y-Fronts by Coopers fit throughout and put an end to squirming.

Look at the picture, at the left, of the famous Coopers Jockey short with the Y-Front construction. You can see at a glance why they're so comfortable—why the man in Y-Fronts never squirms.

The ingenious Y-Front by Coopers gives you snug, comfortable support in any position. No bunching, no binding, no buttons. Varied lengths: Jockey (illustrated), very brief; above the knee; knee; calf; and ankle. Shirts—sleeveless or short sleeve. The garment 50 cents and up at your favorite men's store.



Your dealer has varied lengths for your selection

**Coopers INC.**  
KENOSHA WISCONSIN

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • SEATTLE  
In Canada: Made and Distributed by MOODIES, HAMILTON, ONT.  
**MASCULINIZED UNDERGARMENTS**  
HOSIERY • SPORTSWEAR

TIME IS SHORT, BUT FOOD IS TASTY...  
YOU EAT A LOT AND EAT IT HASTY...  
IN CASE A CASE OF HEARTBURN COMES,  
WE HOPE YOU'VE GOT YOUR ROLL OF TUMS!



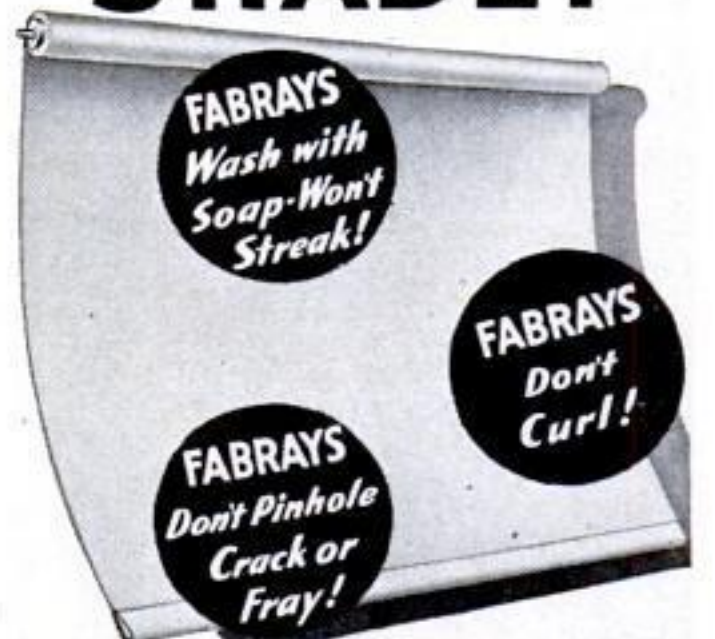
### "Carry TUMS" FOR QUICK RELIEF FROM ACID INDIGESTION, HEARTBURN, GAS

So many causes for acid indigestion! Hasty eating... smoking... beverages... rich foods... no wonder we have sudden, unexpected attacks of heartburn, sour stomach or gas! But millions have learned the smart thing to do is carry Tums! These tasty mints give scientific, thorough relief so quickly! Contain no harsh alkali... cannot over-alkalize your stomach. Release just enough antacid compound to correct stomach acidity... remainder passes un-released from your system. And they're so pleasant... just like candy. So handy to carry in pocket or purse. 10c a roll at any drugstore—or 3 rolls for 25c in the ECONOMY PACK.



**FREE:** Beautiful Six-color 1937 Calendar-Thermometer. Also samples of Tums and MR. Send stamp for packing and postage to A. H. Lewis Co., Dept. 465-87, St. Louis, Missouri.

## MIRACLE WINDOW SHADE!



.. Yet Cost Only **45¢** Each  
COMPLETE ON ROLLER

● Dirt, grime, fingermarks wash off FABRAY easily with soap and water. No streaks, no water-marks, no ground-in dirt even at the hem where most handling occurs! And FABRAYS don't pinhole or crack—no clay-filling. Yet only 45c each for the full 36 in. x 6 ft. size. Be sure you get the genuine FABRAY shades. You can see them at your department store or 5c to \$1.00 stores. Write for FREE set of color samples to CLOPAY CORP., 1252 Dayton St., Cincinnati, Ohio.

**FABRAY** Washable, Unfilled Window Shades

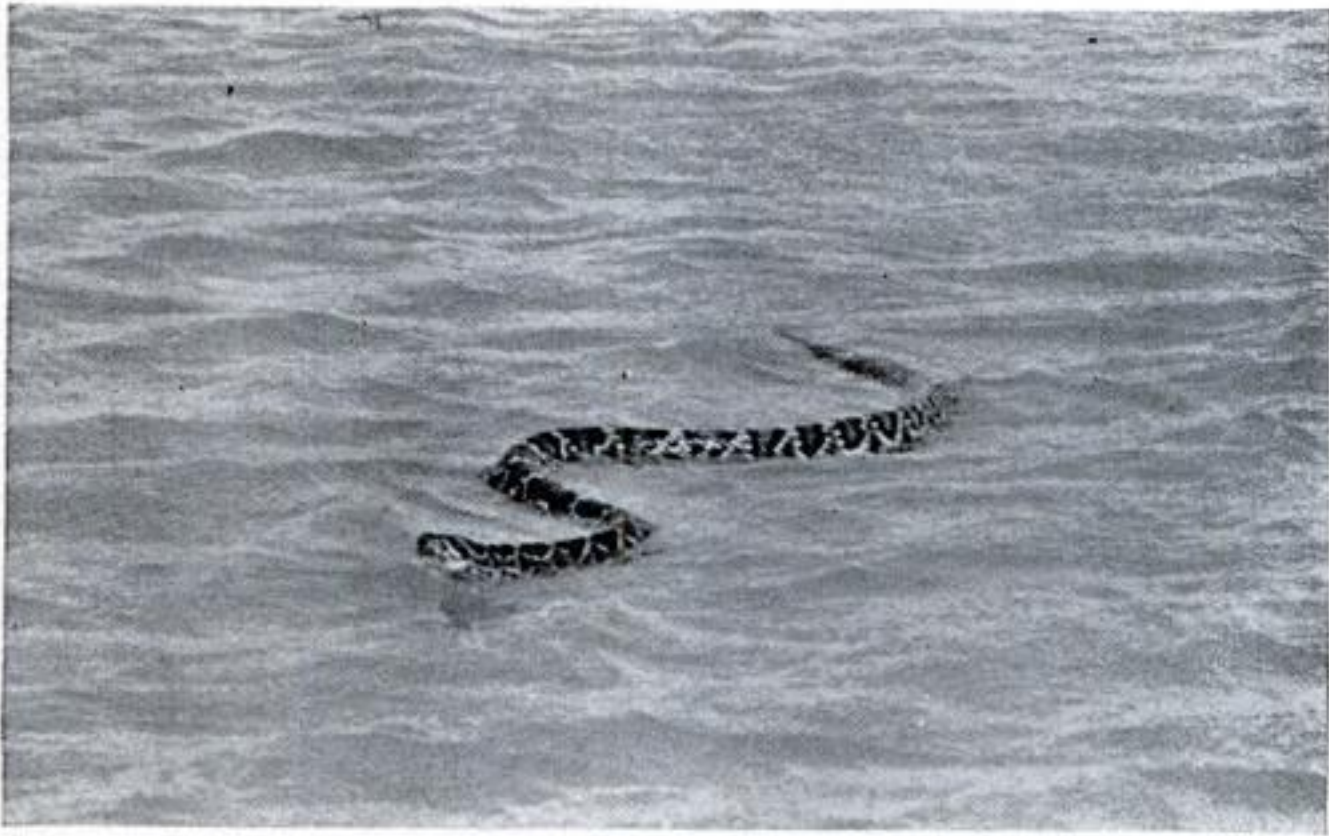


AGENTS, THE JOS. GARNEAU CO., INC., N. Y. C.

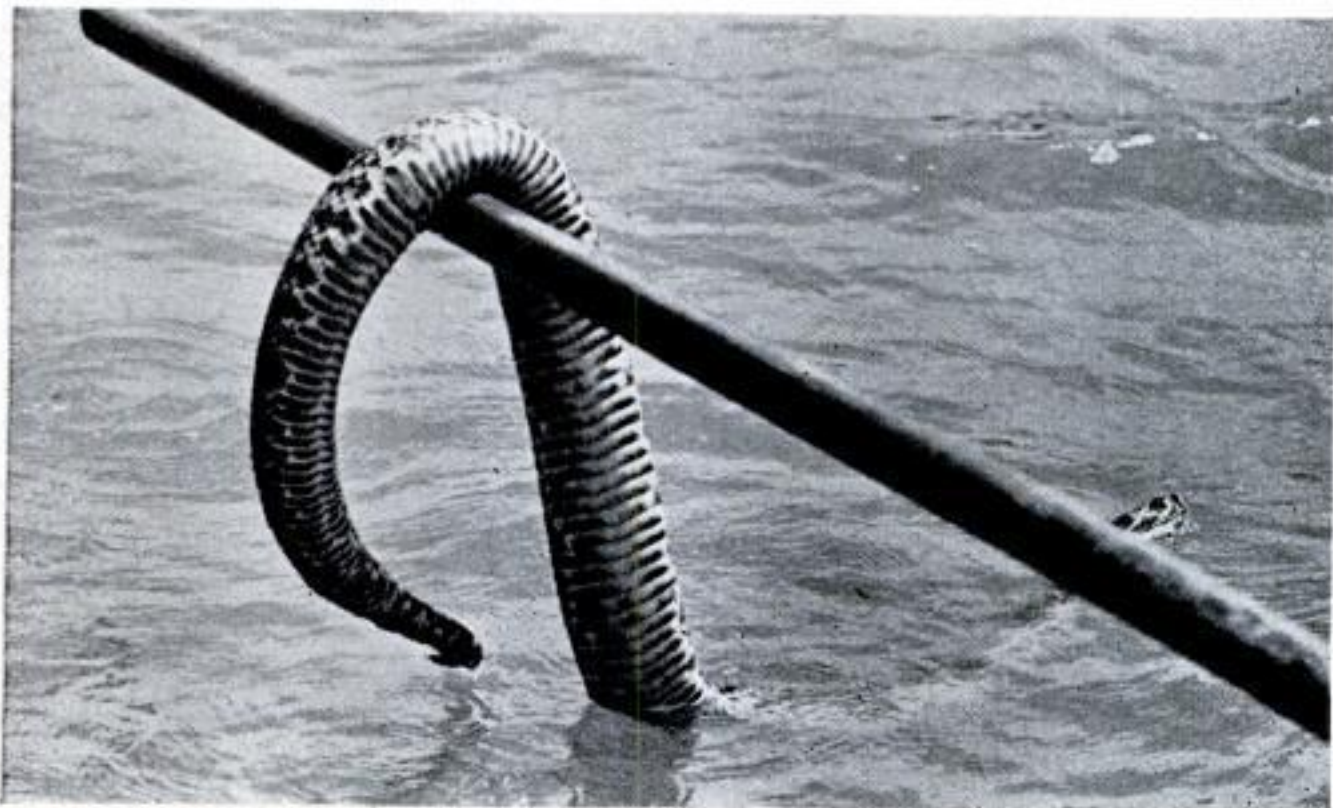


## PICTURES TO THE EDITORS

(continued)



"This snake was making a trip from island to island, perhaps in search of romance."



"There was still plenty of fight left in him, and he struck valiantly at the pole."



Stretched and ironed (left) the skin is made into woman's accessories. Mrs. Munroe (below) is wearing a hat and handbag made from the reptile.



### Snake Skin

Sirs:

This diamondback rattlesnake, 6½ feet long and with 12 rattles was snapped on April 4th, in Caxambas Pass on the lower Gulf coast of Florida. The diamondback, according to snake experts, won't take to water, especially salt water. The snake was making a water trip from island to island—perhaps in search of romance, since this seems to be the "silly" season for snakes in the Florida latitude. This photo (top) is unusual in still another respect: persons who claim to have seen rattlesnakes swimming testify that their rattles were carried well up and out of the

water—this fellow buried his deep in the water. Struck a fair blow on the head with a boat pole, the snake was sufficiently dazed to permit closer approach, but there was still plenty of fight left in him, and he struck valiantly at the pole. His dead skin was later tanned and made into woman's accessories. Like alligator leather, snake skin is considered almost indestructible.

R. M. MUNROE

Florida

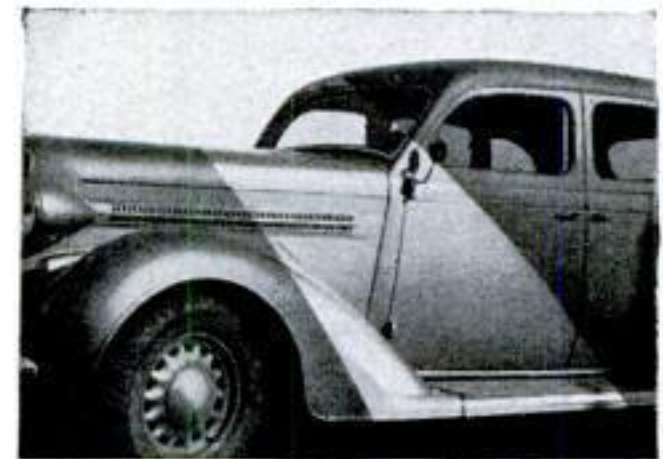


## Smart people don't drive DULL cars

No matter how well you're dressed, a dingy automobile can make you look *and feel* shabby. Yet it isn't much trouble to keep your car lustrous and new-looking all the time.

Tumbler discovered that the real cause of motor car dullness is Finish Oxidation. Finish Oxidation is the same sort of thing that makes iron rust, causes sterling silver to tarnish and dulls the finest lacquer or enamel jobs. Many car owners think it's "incurable"—and formerly it was, unless you were willing to spend hours at the back-breaking work of rubbing and rubbing.

Now, however, Tumbler offers you cleaning and polishing liquids that make a hard job easy. Now you can either keep your new car looking new—or you can restore the bloom of youth to a car that has become dull and shabby-looking. It's positively thrilling to use. Try it. If your dealer doesn't have Tumbler, send us his name with \$1.25 and we will ship you the kit direct. Made by J. A. Tumbler Laboratories, Baltimore, Md., and J. A. Tumbler Laboratories, Ltd., Toronto, Canada.



The Tumbler Auto Beauty Kit Contains (1) Haze Remover—a scientific liquid that safely and quickly removes Finish Oxidation; and (2) Brilliant Polish—a scientific liquid that restores new car lustre and retards Finish Oxidation.

# TUMBLER

## AUTO BEAUTY PROCESS

*Make the fender test*

Get the Tumbler Auto Beauty Kit pictured above. Use as directed on one small spot on your car's fender. Notice how quickly the brilliant lustre is restored with little or no effort on your part. If not the easiest and most efficient polish you ever used, return the kit to us with your sales slip and we will refund full purchase price.





# TROPIX



## COOL

*Smartly styled  
for Summer*

Even in summer weather falling sox are "out" . . . thanks to the new . . . cool . . . comfortable . . . "Tropix" Paris Garters. Frosty-crisp patterns and easy stretch elastic . . . a welcome combination of authentic style and perfect comfort for summer.

To summarize . . . be summer-wise . . . be cool . . . get several pair . . . prolong their wear by daily change. Your cool, comfortable new "Tropix" Paris Garters in a variety of smart, summery colors at your dealer's . . . now. Comfortably priced . . . Most styles, 50c. Others to \$1.

*Styled by the makers of "Tropix"  
Paris Suspenders and Sport Belts*

**A. STEIN & COMPANY**  
CHICAGO • NEW YORK  
TORONTO



## PARIS

### GARTERS

NO METAL CAN TOUCH YOU

## PICTURES TO THE EDITORS

(continued)



Queenie the Cow

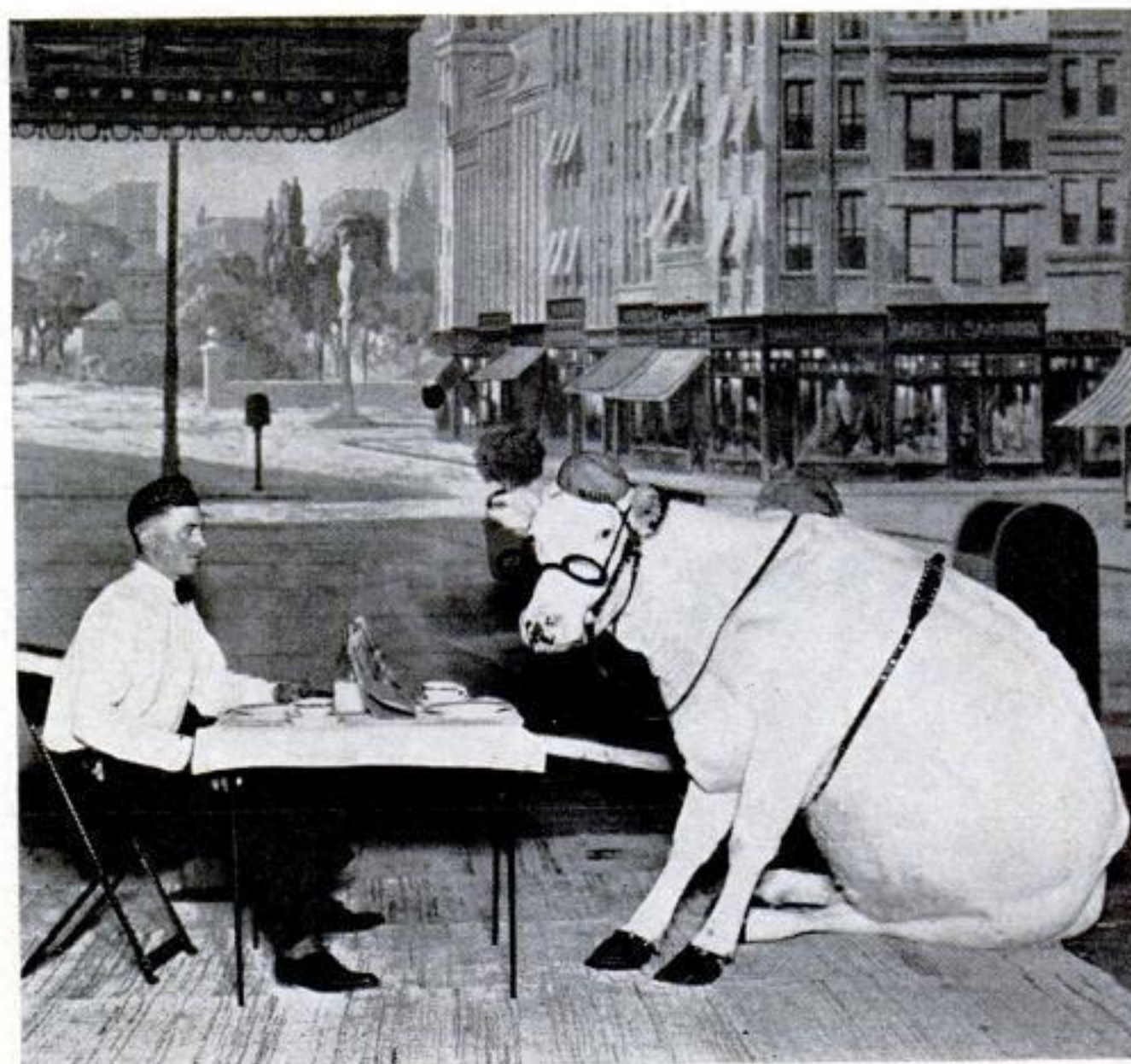
Sirs:

Seen a lot of trained animals during my lifetime, but never one like "Queenie" shown in the accompanying pictures. She is owned by Deloss Wilke, young farmer living about 30 miles from here and Mr. Wilke taught her all the tricks

she does including sitting on haunches, pivoting on boxes, teeter-tottering, bowing, wears glasses and smokes cigar, understands her trainer and countless other stunts that would seem to refute the contention that cows are dumb. She gives 5 gallons of milk daily too.

EDDIE FORESTER

Grand Island, Neb.



## NEVER BEFORE-A Movie Camera LIKE THIS!



### ONLY \$9.95

It's no wonder that more UniveX movie cameras are being sold than those of all other brands put together! The reason is simple. It's the only 8 mm. movie camera under \$30—the only one that uses 60c UniveX Cine Film. And the *only one* that takes movies at less cost than snapshots!

The UniveX Cine "8" is precision built for a lifetime of pleasure and enjoyment. There are no complicated gadgets! It's simple to operate—easy to load! With it, anyone can take sharp, clear, brilliant movies that can be screened up to 34" x 24".

### COMPARE!

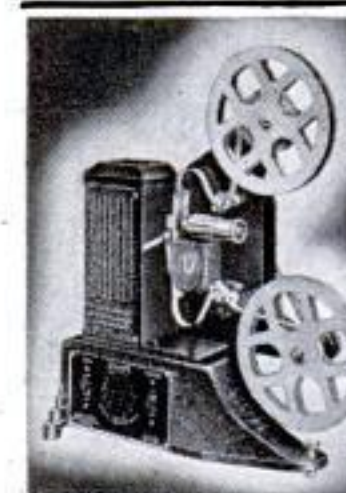


Note the sleek, streamlined body . . . the self-reading exposure table on the camera . . . the sturdily constructed non-breakable body.

View showing winding key—release button—interchangeable lens barrel—view finder—automatic footage indicator.



Easy to load and operate. No complicated gadgets. Have your dealer show the theatre-quality movies UniveX takes!



**Only 8 MM.  
Projector for  
Less Than \$26!**

Projects all 8 mm. film including professionally-made movies. 15 minute continuous projection capacity. Flickerless pictures. And 15 other important features. Complete with lamp, \$14.95

**FREE BOOKLET** telling all about UniveX, sent on request. No obligation. Dept. 27, Universal Camera Corp., New York City.

## UniveX CINE 8



# DON'T RISK YOUR LIFE *over a light*

Safety Officials warn smokers against use of ordinary car lighters and matches while driving.



# SAFE

## NEW AUTOMATIC CIGAR LIGHTER for your car

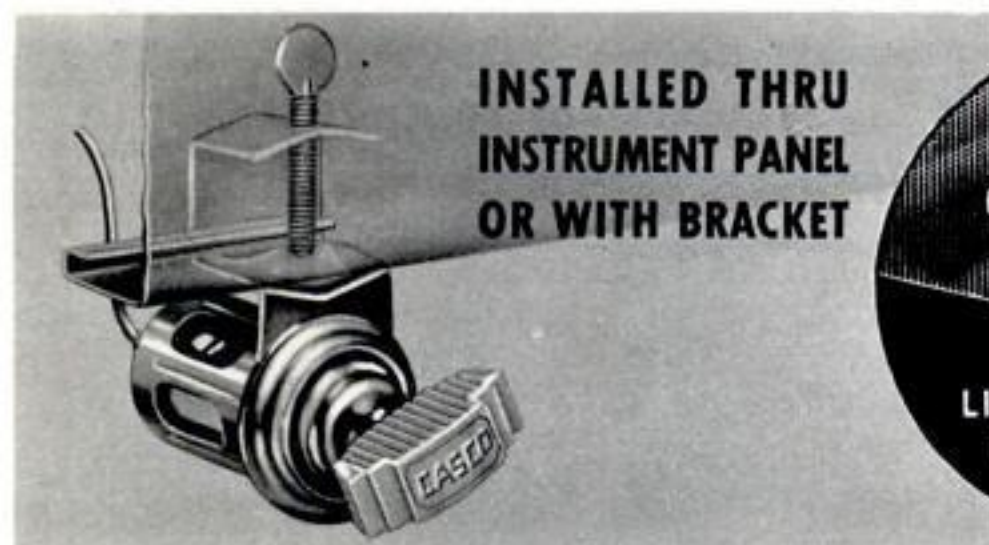
• Thermostat controls heat. Gives perfect light every time. Always works...can't fail. Just press and let go, you do not have to hold it in. Lighter signals when your light is ready. Adds to smoking pleasure. Color selection Pearl White, Brown Quartz or Black. Order direct

if not available at your garage or accessory dealer. Send no money. Pay postman on delivery.

**\$2.50 COMPLETE**  
SLIGHTLY HIGHER IN CANADA

Installed in 5 minutes on any car. Simple directions and bracket enclosed with lighter. Fully Guaranteed.

CASCO Products Corp., Bridgeport, Conn.  
In Canada: 287 King St., East, Toronto.



INSTALLED THRU  
INSTRUMENT PANEL  
OR WITH BRACKET



# CASCO

*Automatic* CIGAR LIGHTER

## "THE BOSS SAYS HE'LL FIRE ME

*... He won't believe  
it's cheap paper  
that spoils my work"*



1. "He... just... bawled me out again. He never complained... about my letters until we began using cheap paper. A magician couldn't erase on that."

"Mary, why don't you speak right up and tell him?"

2. "Mr. Dodge, no girl could turn out neat letters on the paper we use. It smudges; won't stand erasing; and it looks cheap."

"If it's really that bad, Miss White, I'll talk it over tomorrow with our printer!"

HERE'S WHAT CONVINCED THE BOSS  
THAT HIS PAPER WAS AT FAULT

ordinary paper  
fuzzy  
when retyped

Hammermill Bond  
not fuzzy  
when retyped

ACTUAL PHOTOGRAPH WITHOUT RETOUCHING



3. THREE WEEKS LATER:  
"I'm so happy I can hardly talk. Yes, I'm still on my old job. And I got a swell raise this week. Now I'm going to buy that new outfit I told you about... thanks to my boss and Hammermill Bond."

# HAMMERMILL BOND



**FREE OFFER!** Bring your letterheads and printed forms up to date. Includes letterhead designs, useful forms and layout-order sheets. Write for it on your business letterhead. No charge or obligation. (Students and outside U. S., 50¢.) Address Hammermill Paper Company, Dept. L-53, Erie, Pa.

LOOK FOR THE WATERMARK



IT IS OUR WORD OF HONOR TO THE PUBLIC



# WHY THE ARISTOCRAT OF REFRIGERATORS

*Costs you Less to Own*



**K**ELVINATOR, the first electrical refrigerator, has always been the aristocrat of the field. Today it offers more luxury than ever—the handsomest cabinet, more convenience features, greater quantities of ice, lower temperatures assuring more dependable cold storage.

The new plus-powered Kelvinator does more. It saves more. Here are two facts that are leading thousands of owners of automatic refrigerators, hitherto considered satisfactory, to replace today with the new Kelvinator.

**FACT ONE:** The new 1937 Kelvinator is plus-powered. It has as much as double the cooling capacity of other well-known refrigerators of equal size.

**FACT TWO:** The new Kelvinator runs only half as many minutes per day—during the rest of the time it maintains low temperatures using no current at all.

The new Kelvinator costs more to build, but it costs no more to buy than a less powerful, less economical refrigerator. It can be bought on your dealer's special time payment plan—or for as little as 90¢ a week on the Kelvinator ReDisCo Plan.



Equipped with Kelvinator electric refrigeration, complete air conditioning with year 'round automatic control of heat and humidity, electric or gas range, washing machine, ironer, automatic water heater — can be constructed by your own architect and builder for less than \$7,500. (Subject to change as building costs rise.) The Kelvin Home Book, with exterior views, floor plans, description of equipment, now available free wherever Kelvinator products are sold.

**KELVINATOR**, Division of **NASH-KELVINATOR CORPORATION**, Detroit, Michigan. Factories also in London, Ontario, and London, England.

Listen to **PROFESSOR QUIZ**  
Columbia Network Sat. 8 P. M. EST



**PLUS-POWERED** *Kelvinator* **CUTS THE COST OF BETTER LIVING**



# IT'S THE REPEATED *hand routine* THAT BUILDS EXCESSIVE EXPENSE

BECAUSE *repetition* is a necessary part of office routine . . . an everyday procedure . . . we may easily fail to recognize hand methods as creators of excessive expense. Over and over again . . . in all kinds and sizes of business, government offices and membership organizations . . . identical names of *persons* and *things* are laboriously and often inaccurately written by hand. Time and energy are wasted. And costs grow at a rapid pace.

**ADDRESSOGRAPH**  
*simplifies* **REPETITION**

WHEREVER business forms are used, or records are kept, or communications are regularly sent out, *Addressographing* is the fast, accurate and money-saving method for the repeated rewriting of names and data. With never a mistake and 10 to 50 times faster than hands, Addressograph is used in thousands of offices, stores and factories . . . for writing names, addresses, facts and figures on customer records and account forms . . . on both collection and payment forms . . . on pay rolls and pay forms, including Social Security records, reports and receipts . . . on all sorts of factory operating forms, stock records, inventories . . . on shipping tags and labels. Write on business stationery for a free copy of "Business Short Cuts" . . . a 152-page book of Addressograph methods and machines. There is no obligation.

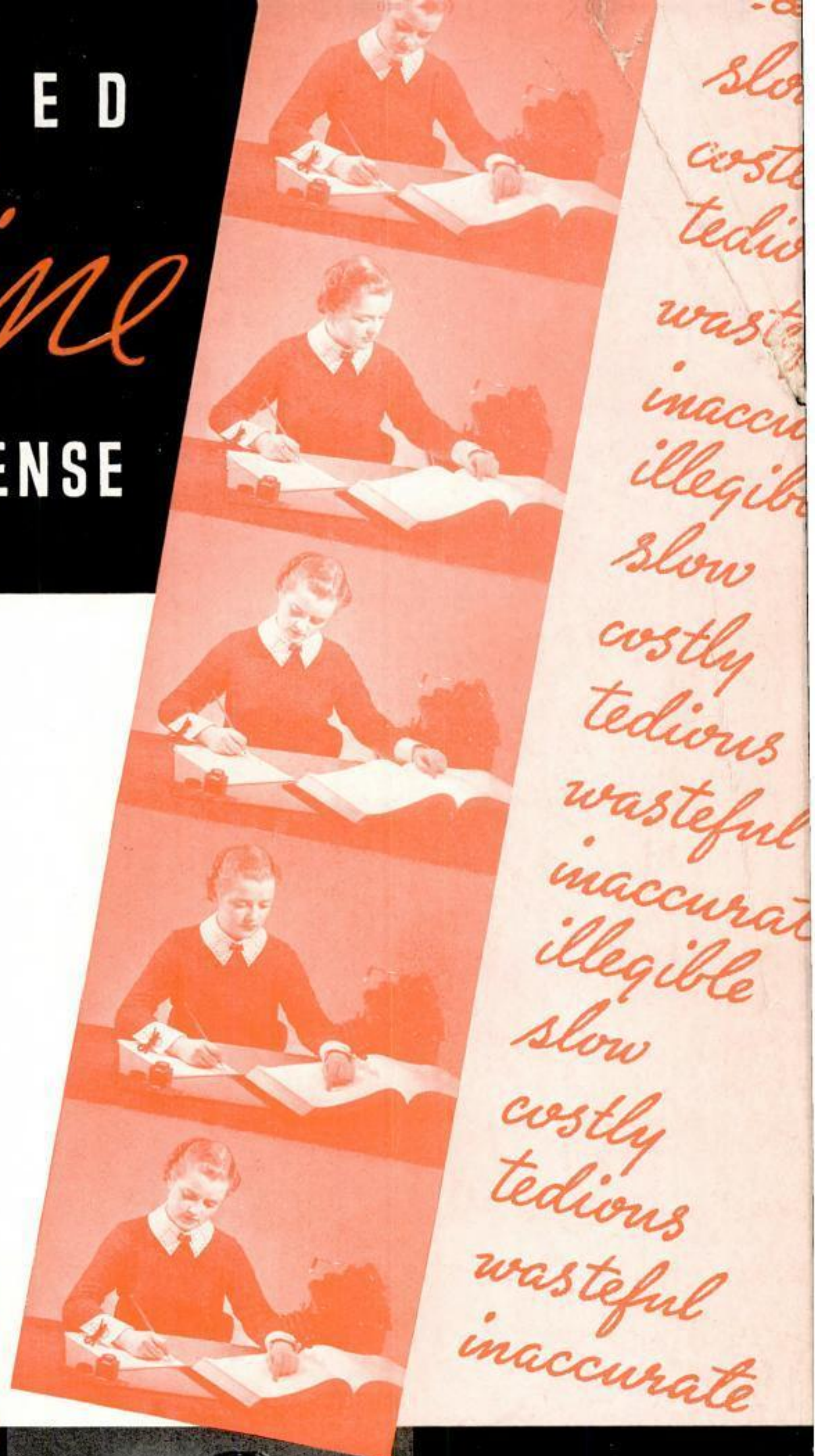
**ADDRESSOGRAPH - MULTIGRAPH CORPORATION, CLEVELAND, OHIO**

ADDRESSOGRAPH-MULTIGRAPH OF CANADA, LIMITED, TORONTO

The Addressograph line includes new electric models (see above) and new super-speed, fully automatic models—all for many money-saving uses in offices, stores and factories.

Sales Agencies in Principal Cities Throughout the World

Copyrighted material



legible  
speedy  
economical  
simple  
profitable  
accurate  
legible  
speedy  
economical  
simple  
profitable  
accurate



TO SAVE TIME and STEPS

Buy

4

## CANS OF OLD DUTCH

*one for the bathroom*

*one for the kitchen*

*one for the laundry*

*one for the garage*

Doesn't Scratch . . . made with **Seismotite!**

REG. U. S. PAT. OFF.



**Get These Smart  
Old Dutch Holders  
for Bathroom, Kitchen,  
Laundry and Garage**

(Available in the four lovely  
colors illustrated.)

For each holder please  
send 10c and the windmill  
panel from an Old Dutch  
label (or complete label).

- ☐ Orchid   ☐ Ivory  
☐ Blue   ☐ Green

OLD DUTCH CLEANSER

Dept. H507, 221 No. La Salle Street, Chicago, Illinois.

I am enclosing for each holder 10c and the windmill  
panel from an Old Dutch label.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



BATHROOM

"4 CANS PER FAMILY  
IS A GRAND TIME-  
SAVER. It's the best  
idea I ever had. Now,  
there's always a pack-  
age of Old Dutch in  
its attractive holder  
in the bathroom. It's  
handy when I clean  
and a strong hint to  
the family to clean up  
after themselves. No  
more trotting after  
the cleanser or post-  
poning jobs that take  
only a minute with  
Old Dutch."

"I'M FOR KEEPING OLD  
DUTCH IN THE BATH-  
ROOM, KITCHEN, LAUN-  
DRY, GARAGE. Then  
there's no excuse for  
someone borrowing the  
Old Dutch from the  
kitchen just when I  
need it to clean the  
pans, sink, stove, re-  
frigerator or linoleum.  
Really, if you kept Old  
Dutch handy like this  
for one week, you'd  
never go back to the  
old one or two-pack-  
age idea!"



KITCHEN



LAUNDRY

"4 CANS OF OLD DUTCH  
IN THE HOUSE SAVES  
COUNTLESS STEPS.  
I always need Old Dutch  
in the laundry to clean the  
washing machine, boiler,  
tubs and wringer rolls.  
And it's always there *when*  
I need it since I keep a  
can handy in the Old  
Dutch holder above the  
wash tubs. No more un-  
necessary steps for me. It's  
a convenience you really  
can't afford to miss."

"YOU'VE NO IDEA HOW  
HANDY OLD DUTCH IS  
IN THE GARAGE. It's  
swell to have a package  
of my own that's always  
there where and when I  
need it. And that's often,  
because there's nothing  
else like Old Dutch for  
cleaning white sidewall  
tires, wheels, bright  
metal, windshields and  
windows. It gets the oil  
and grease off my hands  
in a jiffy, too."



GARAGE